

BLOOMSBURG

THE UNIVERSITY MAGAZINE

SPRING 2001

A photograph of a woman with short brown hair, wearing a light blue button-down shirt and a dark belt, smiling. She is standing next to a black and white cow, whose head is in the foreground. The background is a wooden fence and some foliage.

CREAM OF THE CROP

Judith Kipe-Nolt's research into
soil health benefits the
community and her students

EDITOR'S VIEW

Those of my generation and a bit older might remember a routine by Steve Allen, the talented comedian and talk show pioneer who passed away last fall. Allen would poke fun at the media, particularly letters to the editor, after donning a hat with the word "Press" across the band. His approach to authentic letters from newspapers across the country was hysterically funny!

The imaginary "hat" I often wear in our small office has the words "Media Relations" across the band. Like Allen, I sometimes see the silliness of newspaper stories and letters to the editor. But as the university's official spokesman, I have to admit news stories about this university affect me personally. Many times, too personally.

The media claim to strive for balance and objectivity, but it seems instead reporters today often "write to incite;" good writing to elicit response gives way to sensational headlines and an accusatory slant. But, before you think I have a thin skin, I'll quickly add that the media could accuse us of sharing stories designed to bring about a specific course of action. My response? Guilty!

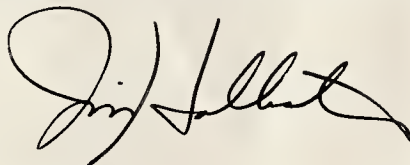
I admit we indeed are writing to incite. We want to fire up your passion for your university, stir your memories, inspire you to remain — or to become — involved and, maybe, even urge you to support us financially. On all those charges, throw the book at us.

In our defense, I think we are very grounded in our thinking about what goes into a story. We strive for a balanced presentation of photography and a proper dosage of words to give you a real feel for the subject. We rely on our talented designers to complete the package. We even have spirited give and take right down to the proper choice and use of individual words to make sure you get the message. A simple, down-to-earth approach featuring Bloomsburg people.

We present a question-and-answer column in this issue with long-time journalism professor Walter Brasch. My friend has never been short of opinions, particularly when it comes to his passion for writing, and he addresses some of the issues on my mind and, I hope, on yours.

Our approach is particularly evident in other stories in this issue. They get, literally, down and dirty. In 1995, I met Marty DeRose '59 at his beautiful golf course, Heritage Hills, in York, PA. "Genuine" might be the first word of many that comes to mind to describe him. Despite unbelievable success in the real estate business, Marty is as down-to-earth as they come. Another friend, Bob Fleck, is the subject of a News Note. He has reached a well-deserved leadership role in his profession, which also happens to be real estate. Congratulations, Bob!

And, much of the work of biology professor Judith Kipe-Nolt and planner Gary Hilderbrandt is done in the dirt or, in Gary's case, underground. In different ways, current and future students are the beneficiaries of their work and this university, as a regional resource, benefits as well. These stories and the others we present in our 12th issue of Bloomsburg come to you with a lot of insight and thought to incite. Enjoy!



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As Bloomsburg University changes its look, Gary Hilderbrandt keeps the campus plan in focus. His drawings help planners envision grassy meeting places and strategically placed parking areas.

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Special four-page section inside back cover
New Challenges, New Opportunities:
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ONE FAMILY'S

Beneath the Windows on the Green restaurant, a pair of golfers finishes out the 18th hole at Heritage Hills Golf Resort & Conference Center under a light rain. The band for '60s icon Joan Baez is staying at the resort this gray day, and Marty DeRose hopes the weather will improve enough for the musicians to get in a round before their concert that night in York, PA.

"I love this view. I never get tired of it," says DeRose, a 1959 graduate of Bloomsburg University and president of MGM Enterprises Inc., which owns the resort. Even under battleship gray skies, it's a spectacular view from the restaurant, with luxury homes and condos, the varied hues of foliage and duck-dotted water hazards framing a fairway sculpted from rolling hills.

It's a long road from the coal mines of Peckville, PA, to the cart paths of Heritage Hills, but this son of immigrants parlayed his acumen in real estate into a slice of the American Dream with an abundance of hard work and risk along the way. "In my case, I'd say the biggest asset I have is a doggedness to see something through to the end. Tenacity, I guess," DeRose, 63, says.

The same could be said of his parents.

In 1912, the same year the *Titanic* didn't make it across the Atlantic, the parents of Marty DeRose did. Matteo and his future wife Mary came across from Sicily on separate ships in steerage.

"She was 12. He was 24. She came over with her family, and he came by himself," DeRose says of his parents.

Matteo, who never got past first grade in Sicily, dug coal in Peckville while Mary raised their four sons. When Marty was in ninth grade, Matteo moved the family to Bloomsburg, where he'd bought a 110-acre truck farm.

"It was quite a change from coal miner to farmer, but we made it," DeRose recalls. Mary brought in extra income working at the local Milco undergarment factory.

"Bloomsburg University was the only place I could afford. My whole education cost me \$1,200," says DeRose, who punctuates many of his remarks with an unlit Teamo cigar. He majored in speech therapy with a minor in physical sciences and graduated in three years.

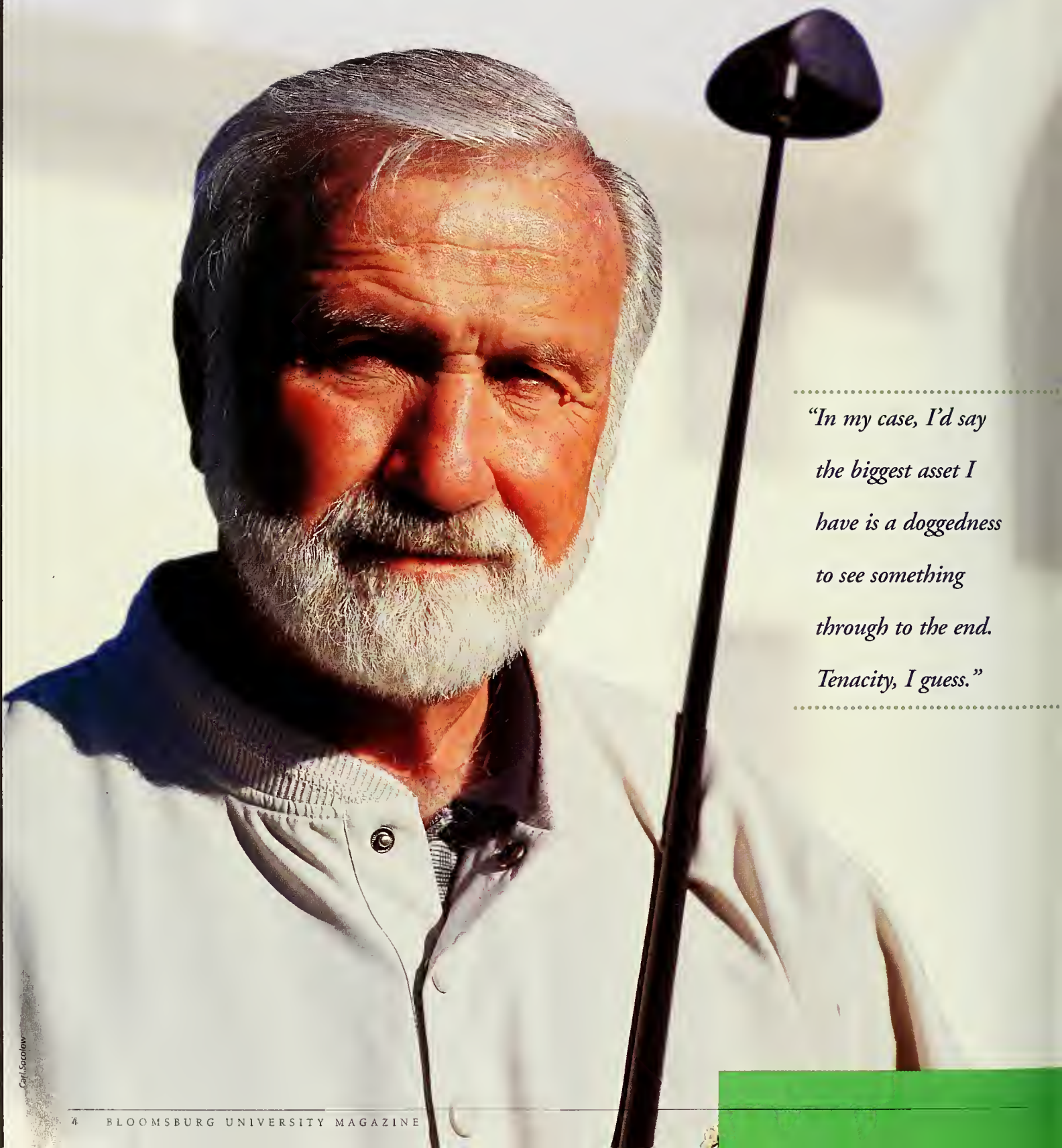
Working on the farm helped pay his way through college, along with other odd jobs. "I used to unload bananas at the Bloomsburg Banana Co. when they'd call me," he remembers.



Vantage

By
Don Aines





.....
*"In my case, I'd say
the biggest asset I
have is a doggedness
to see something
through to the end.
Tenacity, I guess."*
.....

Carl Scatlow

Despite his parents' lack of formal education—Mary made it through eighth grade before coming to America—the family placed a high value of learning. DeRose's three brothers also attended Bloomsburg, two of them beginning at the university during the Great Depression.

It was at Bloomsburg that he met his wife, the former Jo Ann Heston, who also graduated in 1959. "I was fortunate, early in life, to meet someone with a common background and interests and goals," DeRose says.

The definition of "propriety" as reflected in residence hall rules has changed considerably since the more innocent days of the late 1950s when Marty was courting Jo Ann. "The guys couldn't be in the girls' dorms, and it was 'lights out' at 11 p.m.," he remembers. "In those days they taught us a good moral and ethical code.

"Bloomsburg was a very good foundation. I found the university to be on par with any other institution where I studied," says DeRose, who also holds a master's degree from Bucknell University. "I had some terrific teachers....I learned hard work, that's for sure."

Studying at Bloomsburg University has become almost a family tradition. "We have quite a history for the DeRose family at the school," Marty says, adding a niece, two nephews and a sister-in-law to the list of family alumni. In recognition of that history, the DeRoses are establishing a scholarship fund named for his parents.

It was at Bloomsburg that he found his life's calling. "Teachers were always telling us about all the Baby Boomers that were going to have to be educated. I figured if they had to be educated the next thing they would need is housing," he explains.

In 1960, a year after graduating from the university, DeRose bought his first rental property, a double house on Bloomsburg's Third Street he converted to off-campus student housing. Three years later he bought and converted a single home on the same street.

"I borrowed the money from the Teachers Service Organization. I also had a couple of dollars from raising strawberries and tomatoes on the farm," he says.

DeRose also furthered his education. "I was working as a speech therapist and going to Bucknell University at night," he recalls. He earned his master's degree in 1964.

The next few years took DeRose's career path from speech therapist, through a year as a personnel manager, to the founder of a construction company. In 1967 he switched to real estate sales full-time because "in order to get my own broker's license, I had to work three years as a salesman."

He earned his license through Penn State in 1970 and, today, MGM Enterprises Inc. and its subsidiaries own 5,000 apartments in Pennsylvania, Ohio, Maryland and Virginia, with rents ranging up to about \$1,000 a month. Adding Heritage Hills Golf Resort & Conference Center and the Cool Creek Golf Course in Wrightsville, PA, DeRose estimates MGM's gross annual revenues at about \$36 million and the total number of employees at nearly 600.

Heritage Hills was built in 1988-89 at a cost of \$15 million, he says. That doesn't include the homes and condominiums surrounding the course, which he also developed. All but two of the 110 housing lots have been developed, and all 120 condos have been sold, according to DeRose.

Demand for guest accommodations has sparked plans to add 100 rooms to the existing 104 at the hotel where amenities include the two-floor Masters Suite, a pro shop, spa, a ballroom, conference rooms and free Starbucks coffee. Heritage Hills is part of Capital Region Golf, an association of 23 golf courses and 16 hotels in southcentral Pennsylvania that promotes stay-and-play packages.

The hotel, he says, helps pay for the course and vice versa. "I'm sort of semi-retired now. My son Matt runs Heritage Hills and we've got a great management team for the apartments. Over the years, I've had a propensity for picking good employees and partners who are very loyal," says DeRose, the father of three and a grandfather six times over. While his role may not be as active

as it once was, DeRose often pauses during a three-hour conversation and tour of the resort to offer assistance to customers, never letting on that he owns the place.

"I love to walk around and talk to guests, find out what they like and don't like. Sort of like a maitre d'," he says after escorting two women to the restaurant. "I tell the sales people it takes a lot of sales time to bring someone here, but it only takes a little service to keep them coming back."

Service is not something DeRose limits to his businesses. He serves on the board of trustees for the Bethany United Methodist Church, the board of the York White Rose Foundation and the advisory board for Penn State's York Campus. He's also active in the Red Lion Lions Club and Second Mile, a program for troubled youths founded by Jerry Sandusky, the former defensive coordinator for Penn State's Nittany Lions football team.

DeRose concedes it's hard to tell how many at-risk kids turn their lives around with a program such as Second Mile. "But it's like golf. There's always one shot that brings you back. There's always one kid you help or person you help that brings you back," he says. "There are those we know we helped because they come back and tell us," often years later.

Gauging the success of the Lions Club, where he has been a member for 40 years, is easier. "Every time you give someone a leader dog, it's a winner. Every time you give someone a pair of eyeglasses they can't afford, it's a winner. There's no failure in sending someone to Beacon Lodge," a camp for the blind in Mount Union, PA, he says.

That willingness to give back to the community may also be something he learned from his parents, particularly Mary. "My mother, who didn't have any money, was always helping people," he says.

Don Aines, a former newspaper and radio reporter, is a freelance writer based in Chambersburg, PA.

By Laurie Creasy

SCADS OF CADS

GARY HILDERBRANDT
MAY NOT BE A
SUPERHERO,
BUT HE CAN SEE
UNDERGROUND,
THROUGH BUILDINGS
AND INTO BLOOMSBURG
UNIVERSITY'S FUTURE.

Need to find a gas line? Hilderbrandt, the facility information specialist for planning and construction, knows its exact location. Ever wonder what the campus might look like in 2020? He "sees" that, too.

He has so much information about the campus, in fact, that Sasaki Associates of Boston acknowledged him in its enormous master plan inventory for the campus and used his computer-aided drafting (CAD) drawings as appendices.

"We couldn't have done it without him," says Sandi Kehoe-Forutan, associate professor of geography and geosciences at Bloomsburg University, who co-chaired the master plan advisory committee. Without

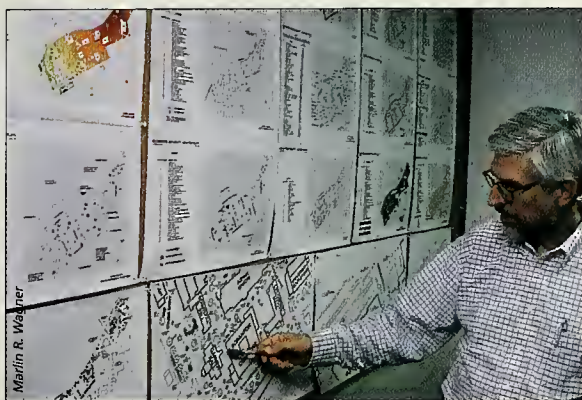
Hilderbrandt's work, she adds, the cost of the plan "probably would have doubled."

Saving money is a big part of what planning is about. With his CAD drawings, Hilderbrandt gives architects and engineers easy-to-understand information that can be worked into drawings for bidding projects.

He also gathers data on campus buildings' square footage, providing numbers to be plugged into a formula that gives Bloomsburg University 14 percent of its state funding. Each space is coded according to its use, and some uses receive a higher allotment than others.

Hilderbrandt always is refining the numbers that must be reported to the





Maps and charts line the walls of Gary Hilderbrandt's office in the Maintenance Center Annex.

Gary Hilderbrandt's drawings were a valuable resource to the consultants who developed the university's Facilities Master Plan.

State System of Higher Education office in Harrisburg every March, and he's still documenting the amount of space in all of the buildings. "It takes one to two months to complete the information for one building," Hilderbrandt says, but adds he often has to put that work aside for other projects.

"It isn't glamorous work, but it is important," Kehoe-Forutan adds.

"Before you can plan, what do you do?" Hilderbrandt asks. Then he answers his own question. "You inventory, because you need to know what you have before you can decide what you need."

So his office just off Lightstreet Road is filled with graphic snapshots of the campus—utility lines, lampposts, the placement and species of trees, elevations, the location, number and type of parking spaces—and notebooks packed with other information which hasn't made it to the drawing stage yet, such as types and locations of signs and sculptures.

This inventory of the campus began 10 years ago when the staff of the university's new planning and construction department wanted to track underground utility lines that were documented on numerous drawings. Colin Reitmeyer, facility planner, sorted out the utilities from the drawings, and Hilderbrandt painstakingly redrew the building blueprints line-by-line and re-entered the information utilizing the CAD program.

After that, he and Reitmeyer began making drawings for in-house construction projects. Some of those drawings now have 74 levels of information and, on the computer screen, resemble a view of night in a futuristic city.

Though Hilderbrandt had a solid background in planning, he began his Bloomsburg University career as a painter, a skill he learned from his father, also a painter. Several attempts at internships with planning and institutional research didn't materialize. "This job just came out of the blue," he says.

Hilderbrandt graduated from Williamsport Area Community College, now Pennsylvania College of Technology, with a degree in architectural technology. Following his first job with a land planning firm in Columbia, MD, he worked nine years for the Columbia County (PA) Planning Commission before joining the university's staff.

Along with Reitmeyer, Hilderbrandt studied CAD and DOS basics with Clinton Oxenrider, retired Bloomsburg professor of mathematics and computer science; he has taught himself the upgrades and new features.

All of this work came together in the master plan, which the State System of Higher Education now requires of its 14 member schools, including Bloomsburg.

The master plan also gives a vision of Bloomsburg University's future. "It will be a much nicer campus aesthetically," Kehoe-Forutan says.

Sasaki's drawings, based in part on Hilderbrandt's inventory, show a pedestrian-friendly campus, with a large grassy mall running from the new Andruss Library to the old one, now the Student Services Center. Parking spaces would be moved discreetly to other places on campus, with very little traffic on the lower campus.

The upper campus would have more student housing, additions to and increased parking and would be reached via two entrances—one on Country Club Road and another yet to be decided.

Hilderbrandt hopes planning will play an important role in future decisions about use of university space. During work on the master plan, for example, he and Kehoe-Forutan realized no one had data on how much space each department occupied or where each was located. They sent each building's floor plans to the department chairpersons, asking them to mark off their space.

What came back was controlled chaos. Departments were split between ends of halls, between floors and even between buildings. Hilderbrandt and Kehoe-Forutan plan to use this information to form recommendations for a more efficient use of space for university departments.

Hilderbrandt and Kehoe-Forutan also see the master plan plan as a marketing tool.

"It shows the university has goals it wants to meet," Kehoe-Forutan points out, "and it will allow future resources, such as funding and bequests, to be guided and used more efficiently."

Laurie Creasy is a freelance writer who lives in Catawissa, PA.



Setting

Only the dim red glow of exit signs are visible in the darkened room. One can hear a man and woman have a heated argument about liverwurst.

Even in the dark, Michael Collins' pen doesn't stop, filling page after page of the steno pad on his lap.

Collins, professor of communication studies and theatre arts, is directing the Bloomsburg Players production of "The Suicide," a Russian satire from the 1920s that Soviet dictator Josef Stalin banned from performance in his lifetime.

In just two weeks, the Bloomsburg Players, a collection of four dozen students and their faculty, will bring the play to life. But there's still a lot of work to do.

When the lights flash on, the actors eyes are dazzled. Props, like the liverwurst, are still mostly imaginary. Working in a large classroom behind the University Store, these young actors walk through non-existent doors marked on the floor in masking tape. Scenes are punctuated with the call, "line." At least the bed—a mattress propped up on a pair of trunks—is real.

At the end of the four-hour evening rehearsal, the students, Collins and the green steno pad are all exhausted. ■ ■ ■

Theatre faculty Michael Collins, left, and Bruce Candlish observe the action on stage. Candlish must design the set before the actors begin rehearsing so they know how to move on stage. Collins wears the hat to keep glare out of his eyes while he watches rehearsals.

In bottom photo, Collins, director of "The Suicide," shares a lighter moment with Alisa Sickora, a 1999 graduate who returned to Bloomsburg to design costumes for the production.



the Stage

By Eric Foster

Assistant director Simon Ghezzi, left foreground, works with the ensemble in the production 'The Suicide.'



Jimmi Simpson '98 theatre remembers Collins' notepad well. That notepad and the hands-on experiences he had as a member of the Bloomsburg Players helped him land a major role in last summer's film, "Loser."

"Professor Collins would take pages and pages of notes," says Simpson, who will appear next in the Stephen King miniseries "Rose Red," due to air on ABC. "At the end of a rehearsal Michael's comments were very specific, very thorough and very helpful. He was reliving the moment he was talking about. He just loved being there."

Simpson isn't alone in his professional success. Recent Bloomsburg graduates have made their mark working on Broadway, in television and at regional stages around the country.

Melissa-Anne Blizzard '98 is a freelance costume designer and shopper for Barbara Matera, the largest costume house in Manhattan.

Michael Fritz '95 has created the sound effects for more than 100 theatrical productions in the Chicago area.

Laurie Churba '91 is the assistant costume designer for "Saturday Night Live." She's also designed costumes for dozens of Broadway and off-Broadway shows, including Arthur Miller's "The Price," which was nominated for a Tony Award for best revival last year.

When these graduates first stepped on to Bloomsburg's campus, most had no plans to spend their careers working for the stage or screen. The decisions to pursue theatre were evolutionary and fraught with risk, much like the process of putting on a play itself.

Blizzard majored in English until her sophomore year when she took a class with Karen Anselm, professor of communication studies and theatre arts.

"In English, there's reading and literature," says Blizzard. "Theatre just took it to a further level. You're still reading something and interpreting it. But you're also making something physical with it. It seems more gratifying."

In Blizzard, Anselm saw talent and quickly gave her the opportunity to design costumes for an upcoming show.

"I didn't learn to sew until I came to college. For the first show I had to sew four jackets. It took forever," she remembers. "When I first came to New York I was hired as a stitcher on Broadway, so I guess I picked it up."

Churba also came into the department as a sophomore, after spending her freshman year undeclared.

"I was always interested in the design aspect," says Churba. "I'd sewn since childhood. I made my own clothes."

For Churba, too, the opportunity for responsibility was a key point in developing her career. With Anselm on maternity leave in her senior year, Churba and other students helped run the costume shop. "It gave me a lot of independence and confidence. She was—is—my mentor, but it showed me that I could do it on my own."

Fritz came to Bloomsburg undecided about his major and considered becoming an archaeologist. A grueling dig in Ohio changed his mind about archaeology, but a class with Bruce Candlish, assistant professor of communication studies and theatre arts, rekindled a childhood interest.

"I'd been active with the Bloomsburg Theatre Ensemble downtown as a child," says Fritz, a native of Bloomsburg. "It just kind of sparked."

In addition to participating in the Bloomsburg Players' stage productions, Fritz helped found additional theatrical groups on campus, including the Mock Serious Players and Bloomsburg University Radio Plays on the university station, WBUQ.

The initiative paid off. After graduating in 1995, Fritz moved to Chicago and landed his first sound design job in less than week. He's been working ever since. "Bloomsburg laid the foundation for my

As a costumer for 'Saturday Night Live,' Laurie Churba has to work fast. On Wednesday, 14 skits are selected from 40 for that Saturday's show, and on Thursday and Friday, she finds the costume materials she needs.

From NBC studios on 49th Street, she hops on the subway for a quick trip downtown to 8th Street, where she knows the shops like the back of her hand. 'I do the wacky things, the vintage costumes from the '40s or the turn of the century, the crazies and East Village Punks,' says Churba.

'I also design costumes for the fake commercials.' Her objective today, finding three matching glamorous outfits for a farcical rhythm and blues girl group, Gemini's Twin.





On a recent break from shooting a Steven King miniseries, "Rose Red," in Seattle, Jimmi Simpson revisits the basement theatre just off of the corner of Houston and Ludlow in New York City where he performed early in his career. Though he's on a three-week break from filming, Simpson is by no means on vacation—he'll audition for 20 roles.



The young actor honed his skills at Bloomsburg as John Wilkes Booth in "Assassins," left, and a tough guy, right, in "Furgatory Café."

career. This business isn't easy, but I'm living a good life."

Fritz, who is now directing "Lust and Rust: The Trailer Park Musical," says "Michael (Collins) continues to be my mentor. We correspond regularly and he's really a good friend."

Friendships that weather time and span distance are typical of theatre veterans.

"This is a such a small community," says Fritz. "There's two degrees of separation between people instead of seven."

Churba echoes that sentiment. "The theatre world is very, very small. You'll be shopping for hats and run into people you know from the business."

Both Churba and Blizzard visit Anselm regularly. "It's definitely a job where you take your friends home with you," Blizzard says.



Back at the campus, the importance of developing friendships and team spirit is apparent as the opening night for "The Suicide" nears—just a week away.

Rehearsals, now in Carver Hall's Kenneth S. Gross Auditorium, begin with calisthenics—with a twist of course. To warm up their voices, leader John Fergus begins laughing hysterically and passes the laugh on to the player at his right until the levity has circled the room.

The actors have begun to pin down their roles—calls for "line" are few and far between. Props are on hand and the set has been framed, although painting and finish work remains to be done. The purpose of the elaborate masking tape lines on the floor becomes clear. Characters walk in and out of 10 doors on stage. More than just their spoken lines, the actors have to remember where and how to move. In stage lingo, "blocking," and in this show, it's complicated.

"In order for the cast to rehearse, I've got to have the set designed before they begin," explains set and light designer Candlish. "I started the design months ago."

"Theatre is really a group effort," says E. Ross Genzel, director of Bloomsburg's theatre program. "You can't have an individual person stage a show. There are one-person plays, but even those

almost always involve the work a of team."

As successful as Bloomsburg's graduates may be, an important mission of the Bloomsburg Players is the service these actors and designers provide to their peers who aren't on stage.

The team's work touches students who may never walk across the stage, but who, instead, are seated in the audience. "We do a good job providing all students with a liberal arts background," says Anselm. "My job is to serve the university community by keeping theatre alive for the whole student body."

"Theatre is an absolute necessity if you're going to provide a liberal arts education," adds Genzel. "A lot of the world's greatest literature was written for the stage."

Some scripts, like "The Suicide," pose a special challenge for the cast and crew. "I thought our students needed to do a show that would make them move and challenge how they use their voices," says Collins. He also thought the play was funny. "When I read it, I just laughed and laughed," he adds.

"In rehearsal, Michael loves to go back and work it and work it and work it," Simpson says appreciatively.

The hours put in rehearsing plays paid off in film. "For five minutes of footage, it is very likely that the moment was filmed in five parts in a different sequence. You have to remember how your hand was placed and whether your top button was buttoned. Your left brain is working, but at the same time, you have to be fresh," he says.

Like any art of illusion, there's more to a play than meets the eye.

"Audiences can take costumes for granted because we can go to The Gap and buy a piece of clothing for \$20," says Churba, who also earned a master's degree in costume design from Rutgers University. "But it's a difficult challenge to take a written script and translate that into living sculpture."

"There's more to it than figuring out what Hamlet should wear," says Blizzard. "There's collaboration with the director and the actors."

"I've worked in places where an actor refused to wear a costume. I need to dress

the actors so that not only do I think they look good, but they think they look good, too. Actors can be very particular because their appearance is a big part of their profession."

Simpson still recalls playing John Wilkes Booth in Bloomsburg's production of "Assassins." To prepare for his role the play about presidential assassins "I read 10 books that had to do with Booth. By the time 'Assassins' went on stage, I was completely on his side."

■ ■ ■

The homecoming weekend performance of "The Suicide" is a success. In theatre, there's a saying: "Death is easy. Comedy is hard." Simpson and Blizzard have come back to Bloomsburg from New York City to see the show and meet old friends. The Players get the laughs for this black comedy and provoke some thought, as well.

For Collins, this is just the icing on the cake.

"I hate curtain calls, When I finish with a show I just want to get out of there," says Collins. "I love rehearsing. For me, that's the process."

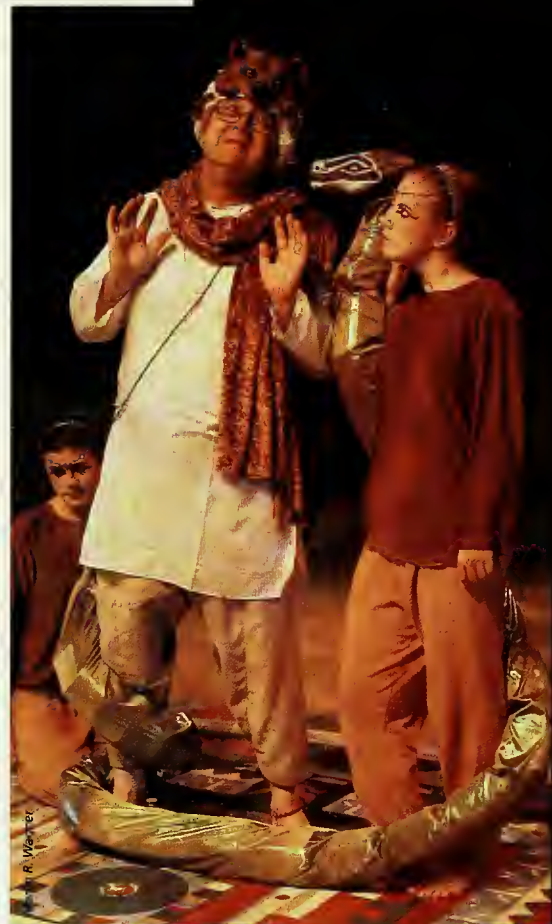
■ ■ ■

Eric Foster is co-editor of Bloomsburg magazine.

The Bloomsburg University theatre program shares a warm relationship with the Bloomsburg Theatre Ensemble. Every summer, the Bloomsburg Players and the BTE jointly present a production at the Alvina Krause Theatre downtown. In the photo below, E. Ross Genzel, director of theatre at Bloomsburg University, center, portrays Baloo the Bear in 'The Jungle Book.' Genzel's affinity for the children's tale should come as no surprise; over his career this educator has taught every grade from kindergarten through college.



Sewing is second nature to theatre professor Karen Anselm. She first picked up needle and thread at age 8 and began making her own clothes at 12. Before coming to Bloomsburg, she worked in New York City's fashion industry, producing and patterning designs in addition to costuming theatrical productions.



UNCOMPROMISING STYLE

**WALTER
BRASCH**
Sofirist. Activist. Fierce believer in
freedom of speech. Refer to Walter Brasch
as any of those and he'll be pleased.
Adf mass communications professor,
editor, award-winning journalist,
media analyst and syndicated columnist.
You'll get a bit closer to identifying
Brasch's professional persona.



Professor Walter Brasch
asserts readers are
best-served by
journalists with a
talent for writing and
'a fire in their bellies.'

An interview by Bonnie Martin

"I see myself as a journalist who enjoys teaching," says Brasch, a Bloomsburg University faculty member who keeps his reporting skills fine-tuned with about a dozen news stories each year and a syndicated column that appears in 34 newspapers. "The column keeps me alert, stimulates my mind and keeps my writing skills up," he says.

The column fed three of the 14 books he's written, including "Sex and the Single Beer Can" and "The Joy of Sax," focusing on former president Bill Clinton. Other books, like last fall's "Brer Rabbit, Uncle Remus and the 'Cornfield Journalist': The Tale of Joel Chandler Harris," are serious studies of social or racial issues.

Brasch's students learn from his expertise and gain real-world experience producing *Spectrum*, a 48-page magazine. The result of the Magazine Editing and Production class, *Spectrum* allows students to put theory into practice—from concept to finished product. The most recent issue focused on sexual predators.

Brasch takes an uncompromising approach to educating future journalists. "I don't ask for excellence," he says. "I expect it. I'm not an easy professor. There are no easy grades. I work closely with students and try to toughen them intellectually as well as their writing skills. My students say, 'He was a tough prof, but fair. I learned a lot.'"

The "tough prof," whose most recent awards came from the National Society of Newspaper Columnists, Society of Professional Journalists, Pennsylvania Press Club and others, is former president of the Keystone State professional chapter of the Society of Professional Journalists. He earned a bachelor's degree in sociology from San Diego State College, a master's in journalism from Ball State University and a doctoral degree in mass communications/journalism from The Ohio University.

Bloomsburg magazine asked Walter Brasch for his opinions on today's approach to news coverage and its emphasis on style over substance. Here are his comments:

BLOOMSBURG: Does the public think journalism should be “pure”?

BRASCH: Journalism has never been pure. When reporters say, “I’m objective,” you know they’re lying, because nobody can be objective. How we decide what facts to use, where the facts are placed, even our transitions, is our definition of objectivity. We can’t go into anything neutral. It doesn’t happen.

BLOOMSBURG: Did the “boxers or briefs” question posed to former President Bill Clinton in 1992 trivialize the election process?

BRASCH: No. Mr. Clinton in his first campaign trivialized it by answering the question. His response should have been “I’m sorry but that doesn’t really have a bearing on the election. I’ll answer other questions, but that’s really personal.”

BLOOMSBURG: So should we go back to the time when the public wasn’t told about a president’s private life?

BRASCH: I think we’ve overemphasized the salaciousness of American life. We’ve taken it out of context and out of proportion. We spent far more inches of our newspapers and more airtime talking about President Clinton and Monica Lewinsky than we ever did on social issues. The media took sexual escapades over social reform. By the absence of reporting about the critical issues, the media have basically determined our national agenda.

BLOOMSBURG: Over the past 30 years, we’ve seen reporting become a predominantly female field, especially at small newspapers. Why?

BRASCH: Women traditionally get less salary than men, even in similar jobs. Men have moved to the higher-paying occupations, leaving a vacuum in the newspaper industry being filled by women. Our journalism schools are now running two-thirds women.

BLOOMSBURG: Does gender bias change the definition of “news”?

**If the media spent as
much time dealing
with educational issues
as we do with sports,
we probably would
have a better
standard of students.**

BRASCH: Until maybe a decade ago, most of the sports writers and sports editors were men, so we would cover a mediocre men’s football team as opposed to a championship women’s field hockey team. The response was that people don’t go to field hockey games...they go to football games. With heavy coverage of one sport, the readers don’t learn about the other sport.

BLOOMSBURG: But is sports “news”?

BRASCH: Professional sports coverage certainly is more public relations than news. At the college and high school level, it is somewhat news. If the media spent as much time dealing with educational issues as we do with sports, we probably would have a better standard of students.

BLOOMSBURG: What do you think about the celebrity status of sports figures? Have the media created heroes?

BRASCH: A person who is a decent high school fullback is going to get ink virtually every week for at least 10 or 12 weeks a year. But a person who is an honor student gets a paragraph in the newspaper maybe once in four years—at graduation. So, by our focus, we’ve decided that a fullback who can gain three and a half yards a carry

is far more important in our society than someone who is 15, planning to go to college and has a 1400 SAT.

BLOOMSBURG: Speaking of sports figures, is Tiger Woods’ time for celebrity nearly over?

BRASCH: The media pick up on something, they go with it, then they dump it and move on to something else. The media have a very short attention span. They want something new and different every time. We had Elian, we had Princess Di...we had Michael Jordan retiring...we had Michael Jordan unretiring...we had Michael Jordan retiring again...The media always have a need for something current.

BLOOMSBURG: What is the appeal of the tabloids?

BRASCH: First of all, it’s available at the supermarket. The tabloids, for the past five years, have given us more news than most newspapers. For instance, on the O.J. (Simpson) trial, some of the best breaking stories came from the National Enquirer, not from the newspapers. Some of the stories about government waste have come from the tabloids, because many local reporters don’t have the time or the energy or the ability to find out what is going on in society. The tabloids know they have to fight for the working-class consumer.

BLOOMSBURG: Do you think that newspapers should become more socially conscious?

BRASCH: Part of our problem is that college students today are not socially conscious, nor are they activists. If they’re not active in college, they’re not going to be active when they are out of college. More important, they take whatever the corporations and governments tell them and won’t challenge authority when it needs to be challenged.

BLOOMSBURG: So, what’s the answer?

BRASCH: We need to make sure that people going into journalism have the ‘fire in their bellies’ and that all media pay

WALTER BRASCH



Walter Brasch, seated, explains edits to members of Spectrum's student staff, left to right, David Fowers, MaryJayne Reibsome and Elizabeth Smith.

adequate wages and benefits. That journalists aren't afraid to speak out against injustice. We need better writers, too. I've had some students who are natural writers, but for the average college student today, writing is minimal. What we have are people who can't think and can't write and we're going to put them through college and they're going to become reporters. We also need reporters from a variety of backgrounds; over half the newspapers in the country do not have one minority reporter on their editorial staff. It doesn't

take a black to cover a black issue, but it does take people who understand their own limitations and try to understand other people's cultures.

BLOOMSBURG: What's the best way to train a journalist?

BRASCH: Spend two or three years taking every kind of course you're interested in. But it's got to be courses that challenge your mind and stamina. Let students have practical experiences in all of their courses. Instead of compartmentalizing knowledge in

3-credit boxes, let students gain broad perspectives, integrate knowledge and synthesize it. They should spend a year in community service somewhere and then give me one year of their lives. During that year, they're going to remember all they have learned before, add new and apply it all. That's one of the advantages of Spectrum magazine: whatever they've learned, they must apply, and they're always facing new challenges.

Bonnie Martin is co-editor of Bloomsburg Magazine.

The media determined the national agenda by failing to report on the critical issues, Brasch believes.

Well- Grounded



When Dr. Judy Kipe-Nolt sifts through soil in search of worms, she digs not in simple “dirt” but in a living entity. The associate professor of biology values soil as a complex mix of physical, biological and chemical factors that sustains life around it.

by Kim Bower-Spence



Judy Kipe-Nolt and cooperating farmers can evaluate the effective use of compost by measuring corn yield.



Soil is the raw material that farmers depend upon. For more than a decade, Judy Kipe-Nolt's research has focused on ways to improve that soil.



Soil functions not only as a medium for producing crops, but also as a filter and buffer that maintain water quality. It provides for the animals and plants that depend on it. Soil can be healthy or sick, and Kipe-Nolt's research into improving soil health through composting, biosolids and odor control is benefiting the community and her students.

This research scientist's interest in biology harkens back to her childhood growing up in Zimbabwe and Zambia as the daughter of Brethren missionaries. "You can't grow up in a place like southern Africa and not be fascinated by animals and the natural world," she explains.

She came to the United States to study biology at Messiah College, Grantham, PA, and earned her master's and doctoral degrees in microbiology at Penn State. After graduating from Penn State in 1981, Kipe-Nolt and her new husband, plant pathologist Dr. Barry Nolt, pursued research careers overseas. Both landed jobs

in India with the International Center for Research in the Semi-Arid Tropics. Kipe-Nolt's research aimed to improve subsistence crops that would better nourish hungry people there.

Two and half years later, the couple accepted research scientist positions with the Center for Tropical Agriculture in Cali, Colombia. They traveled to numerous countries in South America and Africa for their work. Assigned to the "bean team," Kipe-Nolt studied nitrogen fixation in legumes.

Modest in talking about herself, Kipe-Nolt beams as she discusses her work. "I loved the research," Kipe-Nolt says. "The goal was to increase food for poor farmers."

Family drew the couple back to the United States in 1992. Their two eldest children were born in Colombia, where the illegal drug trade compromised the safety of foreigners. Their jobs required a lot of travel—not a situation conducive to raising young children in an unstable country. Though they enjoyed their work, Judy and Barry decided to come home.

The couple had two main criteria in their job search: "We wanted a rural environment, and we wanted to be here in the northeast," she explains. They also shied away from large research universities. Bloomsburg University fit their plans.

After she arrived at Bloomsburg, Kipe-Nolt met Ron Phelps of the Pocono Northeast Resource Conservation and Development (RC&D) program. Phelps was working on a project to determine whether farmers could improve soil quality by composting livestock manure. Unlike Colombia where Kipe-Nolt's research focused on improving crop production in nitrogen-deficient soils, some livestock farms in Pennsylvania yield an overabundance of nitrogen. Though crops require nitrogen to grow, too much of the nutrient can pollute water.

Kipe-Nolt and Phelps obtained a grant from the U.S. Environmental Protection Agency to study compost-making methods, compost quality and its impact on soil and nitrogen.

Composting, Kipe-Nolt explains, involves piling manure in low rows, called windrows; adding a carbon source, such as straw or leaves; and turning the mixture to introduce oxygen into the



All of Judith Kipe-Nolt's research projects involve graduate or undergraduate students. In photo at upper left, Kipe-Nolt, right, and students Michelle Bradley, left, and Dawn Seiders pull cores of soil from a field to test quality. Above, students from the mid-1990s, Matt Metzger and John Pecchia, test the temperature of a compost windrow, similar to the one in the photo at lower left.

piles. Soil microbes transform the piles into rich compost that looks and smells much like soil.

Composting manure stabilizes the nitrogen so that it stays longer in the soil, where crops can use it, instead of polluting ground and surface water. It also alleviates odor and adds organic matter that boosts soil health.

Kipe-Nolt's research project with the conservation districts in Pennsylvania's Columbia and Lackawanna counties and the RC&D ran from 1994 to 1998. Farmers in both counties provided manure, a compost turner and fields for test plots. Graduate assistants and undergraduate students helped, too.

The project produced the desired results. Kipe-Nolt and her students measured a 16 percent reduction in nitrogen leaching between manure and compost, and they saw no drop in corn yield. The added organic matter allowed rain to seep into the soil, rather than pool on a crusted surface, meaning less soil erosion and more moisture for crops.

"Without question, composting does reduce odors and make manure much

more urban-friendly," explains the RC&D's Phelps. "Judy is probably the person who has done the most in showing us the right and wrong way to make compost."

Kipe-Nolt's research has helped several farmers start composting, though they usually sell their product rather than apply it to their own fields as a soil conditioner. Field days and brochures educate farmers about the benefits of composting. Interest in her research extends far beyond northeastern Pennsylvania, Phelps notes, and copies of her report have been sent all over the country.

The challenge comes in reducing the amount of time needed to manage compost so that the practice becomes cost-effective. Narrow or nonexistent profit margins on dairy farms leave little room for expensive handling of manure, Phelps says.

Still, he's grateful for Kipe-Nolt's work. "The things that she does have a direct impact on our community, but her tireless efforts, unfortunately, go unnoticed many times," Phelps notes. "She's just so energetic, and her graduate students feed off of her." Many times, they were out at



Judy Kipe-Nolt, center, brings her research insight to the classroom and lab. In the fall, she taught a course, "Microbes and Man," for the university's Honors Program.

the research plots seven days a week, including evenings and weekends.

He credits the university for its support, as well. Their EPA grant required the research to be done before payment. "We couldn't have done it without the university," which accepted grant monies as they came in.

Kipe-Nolt's sometimes-smelly calling draws smirks from colleagues. It's also spawned more opportunities for field research—particularly as farm odors and nutrient management become prominent issues among the public and regulators at all levels of government. Though the RC&D still seeks funds to continue her compost work, Kipe-Nolt currently is researching how biosolids benefit farm fields. She's also examined how compost can suppress plant diseases when used as a potting soil. Another project aims to reduce odor from a hog farm.

The biosolids research stems from the state Department of Environmental Protection's desire for a demonstration project illustrating how the field application of treated municipal sewage can benefit soils. PPL and a farmer are cooperating

with the project, allowing research on cornfields at Montour Preserve. The project also includes USDA's Natural Resource Conservation Service, the Conservation Districts of Columbia and Montour counties, the Danville waste treatment plant and the Cooperation Extension Service.

Currently, most sewage treatment plant operators find it cheaper to truck waste to a landfill rather than link up with farmers who can use the material in cropping. Experts claim biosolids build soil by adding organic matter, but those benefits must be quantified, explains Fred Gast, PPL's land management specialist at Montour Preserve.

Treatment removes heavy metals from the waste, making it safe for field application, he notes. "Is it good for the ground? Dr. Kipe-Nolt set up those parameters—what things should be searched for as signs of soil health."

The project includes identifying preconceived notions of farmers, neighbors and sewage treatment plant operators. In the second year of the three-year project, Kipe-Nolt is designing the research to address those concerns.

So far, results look good. The biosolids increased soil organic matter and, in turn, water infiltration rates. Farmers seem willing to use the material. A field day was held to educate treatment plant operators about land application.

Healthier soil isn't the only result of Kipe-Nolt's work. Her field research enhances the education of her students, and she looks for projects where students can take on certain tasks. Research participation can help undergraduates get into graduate school or simply make them better teachers upon graduation. For some, it gives them an edge in the job market.

Former student Dr. John Pecchia recently accepted a position as instructor at St. Bonaventure University. He helped Kipe-Nolt on the composting project and graduated with a master's degree in 1996.

"My master's research with Judy gave me the opportunity to do both field and lab work, as well as interact with farmers and government agencies. The research was the most enjoyable part of my graduate education at Bloomsburg. It helped me make the connection between agriculture and ecology in an applied way," he says.

He credits that research experience with encouraging him to pursue his doctorate in plant pathology, which he earned at Penn State University in August 2000. "My research at Bloomsburg University piqued my curiosity in composting, and I had the opportunity to continue research in the field of composting while at Penn State," Pecchia notes. "I plan on initiating a research program in composting and microbial ecology when I begin my own research as a professor, following some of the same research topics that Judy introduced to me as a student."

Kipe-Nolt's students experience field research first-hand, from the academic calculating of nitrate concentrations to the more mundane counting of earthworms in sun or rain. They learn that field biology includes "biohazards" like dodging a bear that took up residence near one research plot and watching out for hunters in small-game season.

To Kipe-Nolt, such events help keep research exciting. She shrugs. "To me, that's biology," she says.

Kim Bower-Spence is a freelance journalist from Berwick, PA.

The Business of Student

By Troy Sellers '85

Matt Resnick, Community Government Association president, always pictured himself being successful.

"But I never imagined myself being successful at 21," he says. "I'm a CEO. That's really what I am."



CGA, led this year by president Matt Resnick, controls a budget in excess of \$1 million.

CEO, or chief executive officer, of an organization with 21 full-time and a number of part-time employees. An organization that controls a budget in excess of \$1 million. And an organization that funds more than 100 clubs and organizations on the Bloomsburg University campus.

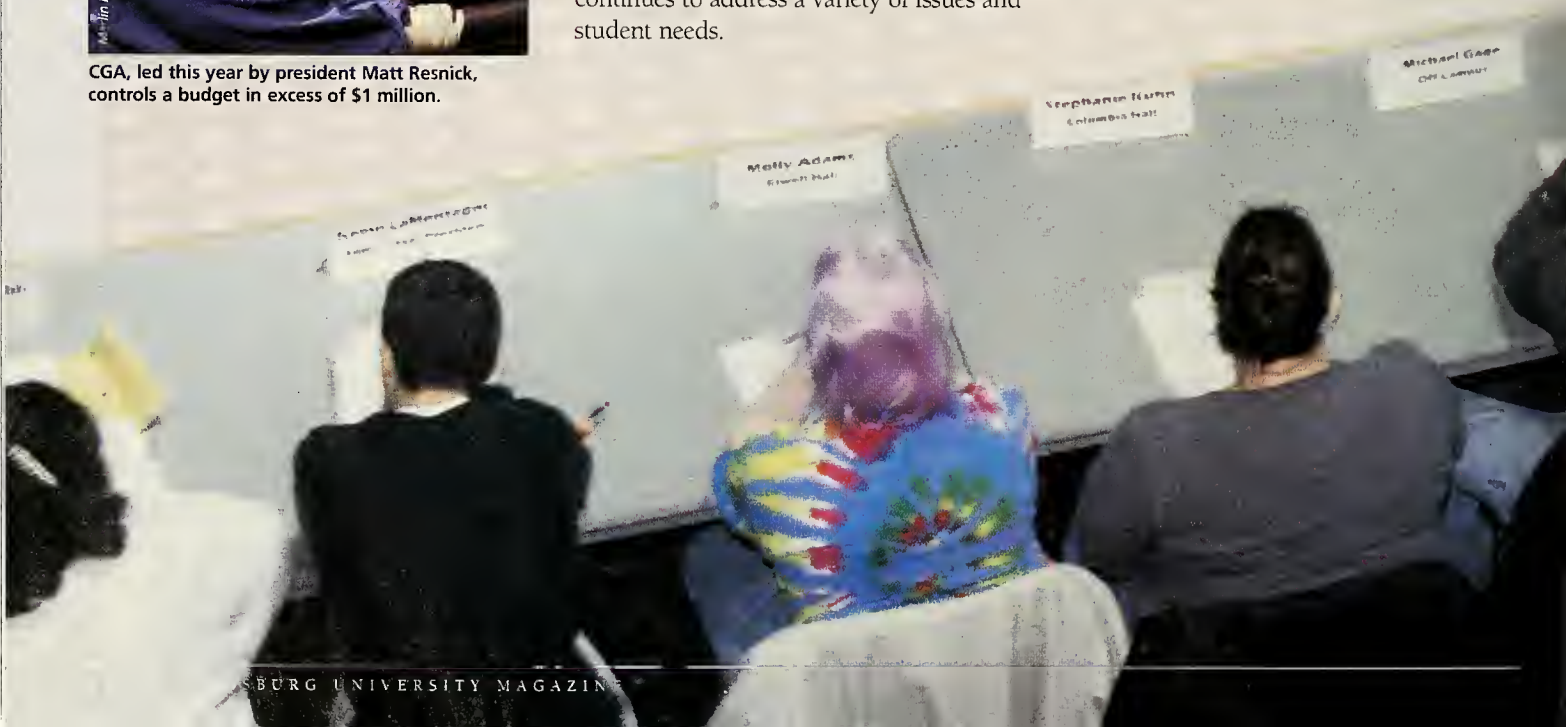
"There are times you're shocked by some of the decisions you're making," the accounting major from Vestal, NY, adds. "Any decision regarding money is a tough one."

The Community Government Association of Bloomsburg University has been around for every major change on the campus in the last century—including an intense discussion in 1949 that ultimately allowed men and women to dine together and a sit-in in 1965 to protest social issues.

More than 100 years after a student-led movement for self-government, the CGA continues to address a variety of issues and student needs.

"At its most basic level, it's student government," says university comptroller Dave Hill. "But CGA has evolved from merely student government to an organization that actively meets the needs of the students."

In 2001, CGA meets student's needs through a 12-member executive committee and a student senate ranging from 35 to 50 students, depending on campus enrollment and group interest. It runs the Student Recreation Center, the University Store, intramural sports and a number of programs in the Kehr Union. In the 1960s and '70s, however, CGA was more political, addressing rapidly changing social issues during a tumultuous time in our country's history. "Students played a very important part in changing this university, and it was primarily through student government," says John "Jack" Mulka, the dean of students at the time.



nts

That sea of change may have originated with social issues like dress codes and how much power students should have in governing themselves, but various campus changes followed close behind, he adds.

The student government movement began in 1895 when a committee comprised of students and faculty formulated a plan for a school senate. The student body elected the senate members who served an advisory and executive role in student matters.

That movement waned, but in 1926 a tentative constitution was drawn up and, a year later, the CGA formally was organized. Officers were elected from the student body, and the student council, called "the executive body," was established, comprised of students from the various organizations at the school.

"There are times when you are shocked by some of the decisions you're making. Any decision regarding money is an important one."



Amanda Gudknecht served as CGA's president last year.

Marlin R. Wagner

The ballroom of Kehr Union is home to regular CGA meetings.

The student council was renamed the "college council" in 1938 and, 45 years later, became the "student senate."

During former President Harvey Andruss' administration from 1939 to 1969, Mulka recalls, the CGA "was still an administrative tool," and the deans' job "was to influence (the CGA)."

Andruss, who some would say ruled with an iron hand, gave final approval to the meeting minutes and any actions taken by the CGA, he adds.

Students had more freedom and autonomy during the administration of Andruss' successor, Dr. Robert Nossen. "That was inevitable because tides were changing in education," Mulka says. "Our rules were archaic" with many established before the turn of the century.

"The student government at Bloomsburg is, in my opinion, a model student government."

"The time was changing," says Michael Pillagalli, CGA president in 1971, "going more toward the student-centered and not an administration-centered organization. They left things for us to decide."

With these changes, Mulka saw his role evolving, as well—from trying to control students and convince them to see the administration's side to giving encouragement and helping to educate them.



Former president Shelley Levan is proud of CGA's accomplishments during her administration.

"We were working with students," Mulka says. "Rather than just pointing out the administration's side of an issue, we were pointing out the pros and cons of an issue and giving them the independence to make a decision."

That educational role still exists today with current adviser Jeff Long, assistant vice president of student life.

"The key is the learning that takes place," Long says. "The students think about what they're learning here by making decisions."

Decisions, he notes, that affect real people and a lot of money.

Hill explained that the Rec Center, Kehr Union and the University Store operate with budgets around \$1 million each. The student senate must approve the three separate budgets before they are forwarded to the administration.

Student fees support the operation of facilities, programs and some campus improvements the university can't take on for a variety of reasons. They include the walkway overpass crossing Lightstreet Road and the new—now lighted—recreation fields on the upper campus.

The walkway, Hill explains, was lying unused in Williamsport, PA, when CGA purchased it from the Pennsylvania Department of Transportation for \$1.

Shelley Levan of Robeson, PA, was serving as CGA president in 1999 when the upper field improvements were approved. She is equally proud of other accomplishments.

"We had good town-university relations at that time. We were trying to work with the students and the town members to hear each other's side and to get along," she says.

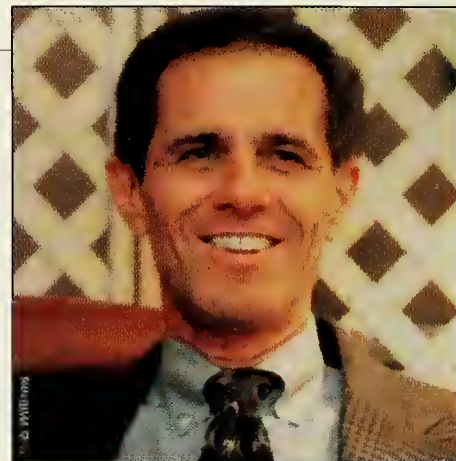
Currently a graduate student, Levan works part-time as a graduate assistant in the office of SOLVE (Students Organized to Learn through Volunteerism). Like Pillagalli, Levan found it difficult, if not impossible, to recall frustrations or bad experiences.

"Everything ran really smoothly," she says. "Everybody worked really hard to get things done."

Pillagalli, a long-time English teacher and now the guidance counselor at Fugett Middle School in West Chester, PA, says his CGA experience helped him in life.

"It did open some doors," he says. "And, it prepared me to speak in front of groups of people."

Since college, Pillagalli has headed an architectural review board, served as executive director of a Red Cross chapter and chaired



Michael Pillagalli served as CGA president in 1971.

various boards in other organizations.

"The student government at Bloomsburg is, in my opinion, a model student government," Mulka says. "They're responsible. The students, particularly the executive officers, get wonderful experience that helps them later in their careers."

Levan says members of the CGA executive board appreciate their positive experiences with the administration, particularly President Jessica Kozloff.

"I can't say enough about our relationship," says Levan, who met with Kozloff each month. "She's always working for the students and really listens to what they say."

What does the future hold for the university's CGA? Long says a major challenge centers on communication—sharing information on issues and accomplishments with students.

"A lot of students don't quite understand the impact CGA has on their lives here at Bloomsburg," Long says. "That's a healthy topic for CGA leaders to wrestle."

"I think Jeff is right on target," Mulka added. "With CGA, they're representing 7,500 on-campus, off-campus and adult students and they're trying to get input from each one. They're also trying to convey what actions have been taken."

Long credits Bloomsburg's long history of student government with providing a legacy of sorts.

"I don't know how other institutions would compare with our record, but I think it would be pretty hard to match," he says. "The students feel they're making a contribution, not only for their peers, but for those who will be here in the future."

Troy Sellers '85 is the court reporter for the Williamsport (PA) Sun Gazette.



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By Mike Feeley '87

Political Focus

Phyllis Mundy has always been a political junkie. But as a member of the Sierra Club and president of her local chapter of the League of Women voters, Mundy was happy on the political sidelines.

That's why she laughed when friends encouraged her to run for the Pennsylvania House of Representatives.

"My running for office was a total fluke," she admits. "The guy who held the seat was under indictment, and friends said I should consider running. I told them they were crazy."

That was a decade ago. Today, state Rep. Phyllis Mundy, 52, a 1970 graduate of Bloomsburg State College, is one of the legislature's leading advocates for children's issues and a popular politician in her home district in Luzerne County.

Mundy, a state representative from the 120th Legislative District since 1991, serves on the House appropriations, commerce and



Carl Scodlow

economic development, and education committees and is chair of the northeast Democratic delegation. She's also Democratic chairwoman of the appropriations committee's subcommittee on education.

In the short walk between the House floor and her office after a recent session day, Mundy immediately turns the conversation to her chief cause in Harrisburg—children's issues. Child care, early education, reading programs...these are her hot-button issues.

"As far as I'm concerned, the best investment we can make is to provide children with high-quality early childhood education that develops their brains," says Mundy, who hails from Kingston. "Failure in school leads to drug and alcohol problems, teen pregnancy and a whole slew of other problems.

"I think I've brought a lot of issues to the attention of my colleagues that probably would have gone unaddressed," she adds.

Mundy's focus on these issues has caused her to butt heads with Republican Gov. Tom Ridge and other state leaders, but it has gained her the respect of her colleagues.

"Phyllis Mundy's laser-like focus on the needs of Pennsylvania's children—from

education to health care to safe, affordable day care—has been the hallmark of her service to the General Assembly and the people of Luzerne County," says H. William DeWeese, House Democratic leader. "Her advancement as a thoughtful and dogged policy-maker has been nothing short of astounding. She is a true rising star in the House Democratic caucus."

More often than not, stars have risen in the sky before the end of Mundy's work day. Committee meetings and official business on the House floor take up the hours between 9 and 5. Then it's time for her to get work done for her constituents.

"That's the most important work I do," says Mundy. "Bills I introduce may not go anywhere since we're in the minority party, but when I help people back home, that's when I'm doing my job."

The Kingston High School graduate was the business manager of a multi-million dollar manufacturing facility—and a registered Republican—before going into politics. Then, as a Democrat in a Republican district, she ran a door-to-door campaign in 1990, admitting her campaign got a real boost when her opponent was convicted shortly before the election. She's won her five succeeding elections with relative ease.

Mundy says she believes her education at Bloomsburg helped prepare her for a career in politics. That's why she was outraged when another member of the House, Republican Lita Cohen of Montgomery County, publicly criticized the education provided at Pennsylvania's state universities.

"I thought it was outrageous. I thought it was bigoted," Mundy says. "I received an excellent education at Bloomsburg. It taught me how to learn. It prepared me to be anything else I wanted to be in life."

Mundy, one of 25 women in the 203-member state House, says gender hasn't held her back. And, although she's the only woman in the 21-member northeast Democratic delegation, she was elected as its chair.

"I don't feel isolated as a woman. Male members of the House have been very, very supportive. It was male colleagues who convinced me to run for office, and here I am 10 years later," she says.

"The worst part of this job is the politics," she adds. "You can have a real good idea, but it won't go anywhere if you're in the minority. Just because it's a good idea doesn't matter. That's why you have to stay focused on the issues."

Mike Feeley '87 is assistant city editor for The Patriot-News in Harrisburg, PA.

Rep. Mundy discusses some upcoming legislation with George Bedwick, legal counsel to the Democratic Whip, left.



Apartment living

Students will have new housing choices



Dr. Joseph Mowad, chair of the Council of Trustees, speaks at the groundbreaking ceremony for new apartments on the upper campus.

Students will have a new option for housing by fall 2002 when a 246-bed apartment complex opens on the upper campus. Ground was broken for the \$6.8 million project in September 2000.

The new apartments will be the second complex on the upper campus. The first, the Montgomery Apartments, opened in 1989 and house 384 students. The new apartments will be made up of 46 units in 10 air-conditioned townhouse structures. They will be handicapped accessible and have sprinkler systems.

Recognizing university friends

Mertz and Mowad presented with medals for philanthropy and volunteerism

Two friends of Bloomsburg University were honored recently by the State System of Higher Education for their generosity and efforts on behalf of the university.

Jack L. Mertz and Dr. Joseph Mowad were among 30 individuals who received Eberly Medals for Philanthropy and Volunteerism, presented by the Fund for the Advancement of the State System of Higher Education.

Mertz, a 1942 graduate of Bloomsburg University, was recognized for his philanthropy. Now retired from the U.S. General Accounting Office, he provided substantial support for the construction of Andruss Library and for the professional development of accounting department faculty. A lifetime member of the Alumni Association, Mertz received its Distinguished Service Award in 1979. He also is a member of the university's Legacy Society.

Mowad, chairperson of Bloomsburg's Council of Trustees, was honored for volunteerism. Director of the department of urology and senior vice president at Geisinger Medical Center in Danville, Mowad has been a member of the Council of Trustees since 1994 and was elected chairperson in 1996. In addition, Mowad serves on the Bloomsburg University Foundation board of directors and is a member of the steering committee for New Challenges, New Opportunities: The Campaign for Bloomsburg University.

The medals are named in honor of the Eberly family, major supporters for its support of higher education statewide and nationally. The medals first were presented in 1998.



Packing for school

Thirty-two children received book bags and school supplies last fall, thanks to the efforts of Angelee Rivera (left) and Tawana Black, members of Sigma Gamma Rho sorority at Bloomsburg. Friends and area merchants contributed book bags, supplies and funds to the effort. Black and Rivera packed the bags and delivered them to two Sunbury-area organizations, Haven Ministry, homeless shelter, and Palante Y Parriba, an after-school community youth group.



Leading with an ACE

McMillin serves fellowship

An American Council on Education (ACE) fellow is spending a year at Bloomsburg University to learn first-hand about college administration.

Linda McMillin, a faculty member in Susquehanna University's history department, is working as President Jessica Kozloff's executive assistant for 2000-01. One of her major projects centers on reviewing the university's forum governance structure with Julie Kontos, chairperson of the university forum.

Chair of Susquehanna University's history department since 1993, McMillin is one of 30 ACE fellows chosen nationally. Fellows take a leave of absence from the colleges and universities where they teach to spend one or two semesters working with the president of another institution.

"I pursued a fellowship at Bloomsburg University because of Dr. Kozloff's excellent reputation," McMillin said. "I also hope that experiences during my year at Bloomsburg will help me to better understand how higher education operates in the public sector."

Lifelong learning

1,000 teachers attend annual education conference

More than 1,000 educators and nearly 200 student teachers attended Bloomsburg University's fourth annual education conference last fall, following the theme, "Because We Can Change the World."

Presented by university faculty and staff and other area educators, the morning sessions covered a variety of topics, ranging from "Working through Grief," "Effective Classroom Management" and "Asthma Update for School Nurses" to "Multiple Intelligences," "Making History Meaningful" and "Sports and Mathematics." All-day sessions focused on physical education, physics and music education.

The afternoon focus groups, a new feature, gave participants the opportunity to discuss problems and share their successes with colleagues from other school districts. The focus groups were based on grade level, subject area and educational issues, such as emotional support, gifted education and discipline.

Mary Harris, Bloomsburg professor and conference chairperson, said the university hosts the education conference each year "as part of our mission to serve the community... to serve as a resource."

Winning wordsmith

Wemple wins poetry award

A collection of poetry by English instructor Jerry Wemple won the 2000 Naomi Long Madgett Poetry Award.

The book, "You Can See it From Here," was selected by poets Yusef Komunyakaa, winner of the Pulitzer Prize for poetry in 1994, and Terry Blackhawk.

Many of the book's poems are set in Central Pennsylvania and readers may recognize the influence of the locale in the poems "Awl Street," "Sailor Boy in the Checker Bar on Maundy Thursday Night," "Sunbury" and "Susquehanna Song." Wemple lived near Danville as a small child and graduated from Shikellamy High School, Sunbury.

Other poems reflect Wemple's journeys in the years after high school: he served in the Navy for several years, worked as a newspaper reporter in Massachusetts and later earned a master's degree in English from the University of Massachusetts, Amherst.

One of the book's main explorations is the issue of identity, based on the life experiences of Wemple, who is biracial.



Jerry Wemple



Shirley Ann Smith

Chronicle of caring

Nursing grad writes book on hospice

A 1979 nursing graduate with a career in oncology is the author of a manual on hospice care. Shirley Ann (Newell) Smith's book, "Hospice Concepts: A Guide to Palliative Care in Terminal Illness," covers areas ranging from hospice philosophy and Medicare regulations to criteria for determining prognosis and dealing with grief and bereavement.

A resident of Dallas, PA, Smith is a certified bereavement facilitator. From 1980 to 1997, she worked as oncology clinical specialist at the Veterans Administration Medical Center in Wilkes-Barre, PA. She also initiated and coordinated a hospice program at the facility.

Smith, an educational consultant with the Hospice and Palliative Nurses Association, currently manages a free medical clinic. In addition to a bachelor's degree from Bloomsburg, she is a graduate of Los Angeles County General Hospital/University of Southern California School of Nursing and the University of Pennsylvania.

On the map

Bloomsburg faculty lead geography groups

In geographic circles, Bloomsburg is most definitely on the map.

Bloomsburg geography and geosciences faculty served as presidents of the regional and statewide professional organizations last year. John Bodenman, associate professor, was as president of the Middle States Division of the Association of American Geographers while associate professor Karen Trifonoff led the Pennsylvania Geographical Society. With departmental support, they chaired a joint meeting of the two organizations in Wilkes-Barre in October that attracted 150 geographers from across the country.



John Bodenman and Karen Trifonoff

Professor makes ink with ceramics

Beamer focus of magazine's cover story



Karl Beamer

The work of Karl Beamer, associate professor of art, was the subject of the cover story in last November's issue of *Ceramics Monthly*. The magazine focused on the works he created in 1998 during a three-month stay in Japan. While in Japan, Beamer conducted two wood kiln firings at the home of his friend and mentor, Shiho Kanzaki. The works were loaded into the anagama kiln unglazed, then fired for 10 days. The heat, which reached 2,600 degrees Fahrenheit, created a natural glaze on the ceramic works, while wood ash melted on the clay.

Beamer brings this Japanese tradition of ceramics to his classes, firing a wood kiln with students at his home twice a year.

A clearer picture

SOLVE offers co-curricular transcript

The Bloomsburg University SOLVE Office may hold the key to the future for university students.

SOLVE, which stands for Students Organized to Learn through Volunteerism and Employment, began offering co-curricular transcripts last fall to showcase students' strengths and document non-academic learning experiences.

When used with an academic transcript and a personal resume, the co-curricular transcript promotes students' involvement outside of the classroom and offers a more complete picture to graduate schools and potential employers.

Items which may be listed on the transcript include: memberships in professional groups, Greek organizations and athletic clubs; leadership roles; community service hours; honors, awards and other special recognition; part-time jobs, work-study positions and internships; and other career and educational development activities.

When requested, students who have participated in the program may receive a formal listing of their co-curricular activities. Students' transcripts will be kept on file for three years after their graduation.

"We believe that a learning experience may be defined as any activity where students gain knowledge, personal growth or skills," explained Jean Downing, director of the SOLVE Office. "We recognize that today's students are the key to tomorrow. We hope to help them unlock some very special doors through this program."

Senatorial visit



U.S. Sen. Arlen Specter visited campus last fall to discuss public policy with nearly 100 political science and history students. The Republican politician discussed the hot issues of the season, including the presidential election. He predicted a Bush victory, but a narrow one. Specter also discussed his book, "Passion for Truth," which he wrote in response to what he perceives as public cynicism with government. Here, he talks shop with Yvonne Wenger, news editor of the student newspaper, *The Voice*.

Working together

Army ROTC forms nursing partnership

Nursing students at Bloomsburg University are benefiting from an agreement between the university and the Army ROTC. The agreement establishes the university as a participating institution in the ROTC's Partnership in Nursing Education (PNE).

According to Maj. Robert Boehnlein, the professor of military science who leads Bloomsburg's Army ROTC program, the Partnership in Nursing Education establishes full-tuition, merit-based scholarships for nursing students. In return, each student will serve a four-year Army nursing commitment following college graduation.

Bloomsburg University is home to one of only 52 nursing programs and about 250 ROTC partnerships nationwide participating in the PNE program, established in 1996 to guarantee the progression of qualified nursing cadets into the clinical nursing classes.

Academic hat trick

Exercise science graduates earn spots in doctoral programs

In athletics, a player who scores three goals in a single game or match has achieved a "hat trick."

Last spring, the graduate exercise science program achieved an academic hat trick of its own—placing three of its eight graduates in top-rated doctoral programs with full financial aid and assistantship packages. The graduates are Bloomsburg native Joseph Andreacci at the University of Pittsburgh, Jodi Klebez of Buckhannon, WV, at Syracuse University and Brian Hawkins of Fleetwood, PA, at Virginia Tech.

"Many of our master's degree graduates go directly into positions as certified fitness trainers and health center directors," says program coordinator Linda LeMura. "The fact that more than a third of our graduates earned spots in top doctoral programs demonstrates that our students have the preparation they need to succeed."

Agent with answers

Fleck heads Pennsylvania Realtors Association

If you've got a question about real estate, chances are Bob Fleck '65 will have the answer. Fleck, owner of Coldwell Banker Fleck Agency with offices in Bloomsburg and Danville, is serving as this year's president of the Pennsylvania Association of Realtors.

Fleck began his career as a teacher at Southern Columbia High School in Catawissa and Woodrow Wilson High School in Levittown. Though he switched careers in 1978, he's remained an educator—teaching the first real estate courses offered through Bloomsburg's division of continuing and distance education.

As president of the realtor's association, Fleck represents the interests of 25,000 realtors in the Commonwealth. He also is serving as a Pennsylvania director for the 740,000-member National Association of Realtors and vice chair of the organization's federal taxation committee.





Melinda Wolfe

Pennsylvania Princess

Education major crowned Commonwealth's Dairy Princess

Elementary education major Melinda Wolfe of Milton was crowned Pennsylvania Dairy Princess last fall at the All-American Dairy Show in Harrisburg.

Wolfe, a sophomore whose family operates a 400-cow dairy farm, is also SUN Area Dairy Princess, representing the industry in Snyder, Union, Northumberland and Montour counties.

Wolfe's pageant speech, "My American Hero," focused on her father, Dean, and her efforts to promote a farmer appreciation day.

Chosen from among 35 contestants statewide, Wolfe is traveling throughout Pennsylvania to promote the interests of dairy farmers, the use of dairy products and awareness of the dairy industry.

A gift that keeps giving

Professor remembers Bloomsburg nurses

Retired economics professor Barbara Dilworth left a bequest of nearly \$1 million to Bloomsburg's nursing department—the third largest in the university's history.

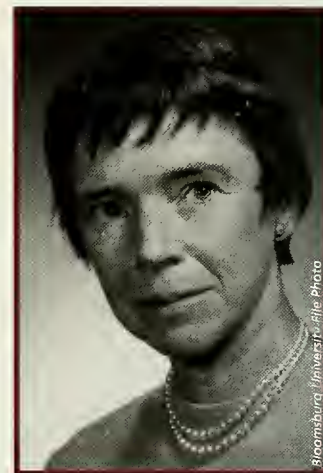
Dilworth, who died in October 1999 at the age of 78, taught economics at Bloomsburg for 17 years until her retirement in 1982.

The quality of care that Dilworth received from nurses at a long-term care facility may have inspired the gift. "I think she was impressed with our nursing students and graduates," says M. Christine Alichnie, chairperson of the nursing department. "She felt that they were giving something back to humanity."

The gift provides approximately \$500,000 to endow nursing scholarships, a \$250,000 endowment for the nursing department and \$50,000 to establish a wellness center in the newly renovated Centennial Hall. The nursing department designated another \$200,000 to establish the Dilworth Atrium in the Student Services Center.

The Dilworth bequest will fund nursing scholarships for five incoming freshmen each year. These scholarships, currently about \$3,000 each, cover one third of the annual cost of education and may be renewed annually. The endowment for the department will provide faculty development opportunities.

The largest gifts to Bloomsburg University were \$3 million from Fred G. Smith of Shenandoah, PA, to fund scholarships for students from his area and \$1.44 million from Marco and Louise Mitrani of Bloomsburg to fund scholarships, an arts endowment and renovation to Mitrani Hall in Haas Center for the Arts.



Barbara Dilworth

Who's the boss?

Program meets needs of future entrepreneurs

Every business starts with one good idea...but it takes much more than ideas and savvy to grow a successful enterprise.

To meet the needs of students and area residents who dream of business ownership, Bloomsburg University introduced a minor in entrepreneurship and a related certificate program last fall. The program is a collaborative effort of four departments in the College of Business—management, accounting, marketing and finance and business law.


According to M. Ruhul Amin, chair of the management department, the 24-credit program is designed to give students and community members the tools they need to start, run or work for small and family businesses or nonprofit

organizations. The certificate program benefits regional residents who want to increase their business skills and those searching for greater career flexibility.

The program's eight courses cover management principles; set-up, operation and leadership of small enterprises; small business accounting; finance; marketing; and the legal environment. Students gain practical experience by working with local businesses through the Small Business Institute Seminar.

Amin says the programs are geared to the needs of current and future business owners, managers and employees and were developed at the request of area chambers of commerce.

SPRING 2001



Calendar of Events

Academic Calendar

Midterm

Tuesday, March 6

Spring Break Begins

Saturday, March 10, noon

Classes Resume

Monday, March 19, 8 a.m.

Spring Weekend Begins

Thursday, April 12, 10 p.m.

Classes Resume

Monday, April 16, 6 p.m.

Classes End

Saturday, May 5

Reading Day

Sunday, May 6

Finals Begin

Monday, May 7

Finals End

Saturday, May 12

Commencement

Saturday, May 12

Celebrity Artist Series

Performances are presented in Haas Center for the Arts, Mitrani Hall. For ticket information, call the Haas Center Box Office at 570-389-4409.

"August Rising"

A program of Chinese dance, Thursday, March 29. Tickets are \$25 each.

Baltimore Symphony Orchestra with conductor Yuri Temirkanov

Monday, April 23. Tickets are \$35 each.

Concerts

Concerts are free and open to the public, unless otherwise noted.

Suzuki Recital

Saturday, March 17, 2:30 p.m., Carver Hall, Kenneth S. Gross Auditorium.

Brass Menagerie

Wednesday, March 21, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium.

Piano Master Class with James Douthit

Saturday, April 7, 2 to 4 p.m., Haas Center for the Arts, Room 116.

University-Community Orchestra

Sunday, April 8, 2:30 p.m., Haas Center for the Arts, Mitrani Hall. Featuring pianist James Douthit.

Women's Choral Ensemble and Husky Singers

Saturday, April 21, 7:30 p.m., Haas Center for the Arts, Mitrani Hall.

Chamber Singers Spring Concert

Friday, April 27, 7:30 p.m., First Presbyterian Church, 345 Market St., Bloomsburg.

Jazz Festival

Saturday, April 28, Haas Center for the Arts.

Knoebel's Grove Pops Concert

Sunday, April 29, Concert Band at 2 p.m. and Jazz Ensemble at 5:30 p.m.

University-Community Orchestra Pops

Monday, April 30, 6:30 p.m., Columbia Mall, Bloomsburg.

Student Recital

Tuesday, May 1, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium.

Concert Choir

Saturday, May 5, 7:30 p.m., First Presbyterian Church, 345 Market St., Bloomsburg.

Catawissa Military Band

Tuesday, May 15, 7:30 p.m., Haas Center for the Arts, Mitrani Hall.

Seasoned Sounds Jazz Band

Sunday, June 3, 2:30 p.m., Haas Center for the Arts, Mitrani Hall.

Special Events

Health Sciences Symposium

Thursday and Friday, April 5 and 6. Featured speaker, Dr. Jeffrey Wigand, will give a lecture Thursday at 7:30 p.m. and a workshop Friday at 8:30 a.m. in the Kehr Union, Ballroom.

Dedication Ceremony

Saturday, May 5. Dignitaries and the campus community will dedicate the renovated Scranton Commons and Student Services Center. Times will be announced.

Theatre

Performances are presented by the Bloomsburg University Players. Tickets are required.

"Romeo and Juliet"


April 24 to 28, 8 p.m., April 29, 2 p.m. Carver Hall, Kenneth S. Gross Auditorium.

For the latest information on coming events, check the university Web site.

www.bloomsu.edu/common

THE LAST WORD

THE UNIVERSITY MAGAZINE



Ruth Kranig '94, right, talks about her career as owner of a successful catering business with President Jessica Kozloff.

NOT LONG AGO, A STUDENT ASKED whether I'd always planned to become a college president, whether that was my ultimate career goal.

In all honesty, I can say I never envisioned myself in a position like this when I earned my bachelor's degree. With a degree in education, I saw myself as a college professor, but I certainly didn't see myself as an administrator. That came much later.

Martin DeRose '59, whom you read about earlier in this magazine, probably didn't foresee his future while he was majoring in speech therapy 40 years ago. Although he worked in that field for a few years, his career took a different path and, today, the company he founded owns 5,000 apartments in four states, a resort and golf courses.

And seven years ago, Ruth Kranig '94 certainly didn't see herself as the successful caterer she is today. In fact, she told me, she didn't have a clue what she would do with her Bloomsburg degree.

Ruth has an interesting story. Midway through her studies toward a business

degree with an emphasis on accounting and management, she took a break, heading off to New Orleans and St. Louis where she worked as a waitress. When she returned to Bloomsburg two years later, she found herself cooking for her roommates, preparing many of the Italian foods she loved and remembered from her mother's kitchen.

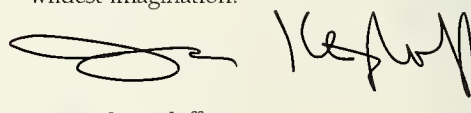
Ruth still didn't know what she wanted to do after she graduated. She thought her career might involve food preparation and, as she was considering her options, she was asked to create a meal for a special occasion. The success of that event prompted her to give catering a try.

Ruth prepared those first meals in a tavern kitchen, and she vividly remembers the first function where she served 200 guests. Today, her business Susquehanna Chef employs 15 full-time and 20 part-time employees and combines catering for two to 3,000 guests with food service at Merck and Co.'s facility in Riverside, PA. Her thriving enterprise soon will include a Bloomsburg restaurant, Rosemarie's, named for her mother.

Ruth could be speaking for me, Martin DeRose and many others when she marvels at her career path. "If you enjoy what you do," she told me, "it will always work out."

Ruth's bachelor's degree has taken her in a direction she didn't expect. She's not alone. Today, the average person may have as many as 15 different jobs and five different careers in his or her lifetime. To meet that changing lifestyle, a degree must do more than simply provide a set of skills for a specific career. College courses must nurture a student's most valuable asset—the power to analyze and to think critically.

This is what we strive to do at Bloomsburg University: To give our graduates the ability to adapt to change, to follow their dreams and to explore whatever opportunities life holds for them...sometimes a career beyond their wildest imagination.



Jessica S. Kozloff
President



Campaign UPDATE

CAMPAIGN GOAL INCREASED TO \$15 MILLION



In just a few short years, New Challenges, New Opportunities has raised over \$12 million in commitments and pledges from Bloomsburg's alumni and friends—an extraordinary achievement! By increasing the campaign goal to \$15 million, we have ventured beyond our original expectations to create even more educational opportunities for students. The academic enhancements and physical plant improvements resulting from the campaign will have a positive effect for many years to come. I am grateful to everyone who has contributed to this success, and I invite others to join me as, together, we strive to reach the new goal.

—Barbara Benner Hudock '75
Campaign Chair

Following a successful year of public fundraising efforts, the Campaign Steering Committee and The Bloomsburg University Foundation raised the campaign goal from \$11 million to \$15 million. This change included the addition of two new projects—mathematics, science, and technology (MST) endowed scholarships and a pedestrian mall—and increased the annual fund component.

“There was such momentum throughout this past year that we knew we would exceed our original goal long before the campaign officially ended. Thus, it seemed logical to increase the goal,” says Anthony M. Ianiero, executive director of The Bloomsburg University Foundation.

In addition to the MST scholarships and pedestrian mall, Bloomsburg University's Annual Fund goal was also raised from \$4 million to \$6 million. The

campaign will now conclude June 30, 2002.

“With the new MST scholarships, Bloomsburg University can continue to attract and graduate the brightest students,” Ianiero says. A total of \$500,000 is needed to endow the MST scholarships.

The pedestrian mall encompasses the area common to Luzerne, Northumberland, Ben Franklin and Navy Halls. “Safety concerns and visual aesthetics are the reasons Bloomsburg is



Location of future pedestrian mall

undertaking this project,” Ianiero says. With a high degree of foot traffic in that area, the grassy, landscaped mall will be limited to only official service vehicles. The basketball

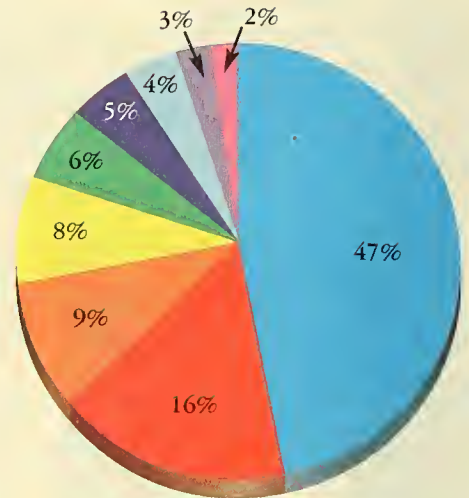
court will be relocated behind one of the residence halls.

“Bloomsburg University's alumni, parents, and friends have made our success possible thus far,” says Ianiero. “I am very confident that our increased goal will be met.”

REMAINING CAMPAIGN PRIORITIES

TOTAL \$3,045,122 (as of 12/18/00)

	Goal	Unmet Needs
CAPITAL		
Student Services Center	\$1,900,000	\$124,618
Pedestrian Mall	\$500,000	\$250,000
OPPORTUNITIES FOR EXCELLENCE		
Arts & Sciences Endowment	\$300,000	\$287,039
Campus Climate Endowment	\$150,000	\$148,999
College of Business Funds for Faculty Excellence	\$150,000	\$149,900
College of Business Visiting Scholars Endowment	\$100,000	\$99,899
Library Collection Enhancement	\$100,000	\$54,027
SCHOLARSHIPS		
Mathematics, Science, Technology Scholarship	\$500,000	\$500,000
ANNUAL FUND	\$6,000,000	\$1,429,640



CAPITAL \$4,000,000

Funded Priorities	Goal	Commitments	% Of Goal
University Store	\$1,000,000	\$1,459,578	146%
Upper Campus Recreation Facilities	\$600,000	\$683,298	114%

STUDENT SERVICES CENTER NEARING COMPLETION



New staircase in atrium

What was once the center of learning on campus will now be the center for student services at Bloomsburg University.

Following a year of renovation, the former Andruss Library has been transformed into the university's new

Student Services Center. The many student-oriented services housed here will make it easier and more convenient for students and their parents to visit frequently used offices.

Those who remember studying and spending time in the old Harvey Andruss Library, which was originally constructed in 1967, might not recognize the new look of the Student Services Center. A new interior staircase in the atrium, exposed, modern mechanical systems, and a new color scheme are among the most obvious changes.

"This building will be the essence of 'one-stop shopping' for Bloomsburg University students," Vice President of Student Life Preston Herring says. "No longer will our students and visitors have to go from one building to another when they need assistance from offices that offer academic and student support services."

Part of the campus master plan, the pedestrian mall was estimated to cost \$500,000. One half of this amount has already been committed from unrestricted campaign gifts. With funding for the Student Services Center nearly complete, the nearby mall project is a logical extension to the capital component of the campaign.

Donors of \$10,000 or more:

Anonymous Gifts (2)

First National Bank, Berwick, PA

Weis Markets, Inc., Sunbury, PA



New main entrance for the Student Services Center.

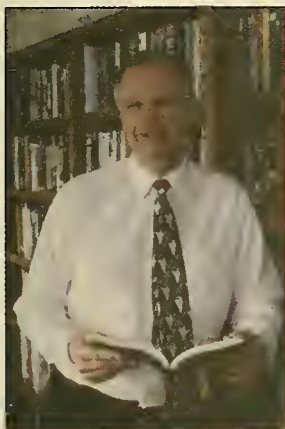
More than \$1.7 million has been pledged toward the Foundation's \$1.9 million share of the \$4 million project. Dedication of the center will be held on Alumni Weekend, May 5, 2001.

OPPORTUNITIES FOR EXCELLENCE \$1,400,000

Funded Priorities	Goal	Commitments	% Of Goal
Sutliff Hall Refurbishment	\$150,000	\$151,200	101%
Magee Center Auditorium	\$130,000	\$130,000	100%
College of Business Scholarships	\$100,000	\$200,000	200%
Alternative Communication & Treatment Center	\$55,000	\$55,000	100%
Center For New and Emerging Technologies	\$50,000	\$50,300	100%
Wellness Center	\$45,000	\$50,320	112%
Physiology Lab Renovation	\$38,000	\$59,500	157%
Education Computer Lab	\$32,000	\$32,500	102%

Part of the academic infrastructure, Opportunities For Excellence projects will help to fulfill the educational mission for years to come.

Donors of \$10,000 or more:
Berwick Industries, Berwick, PA
– Sutliff Hall Refurbishment
Haddon Craftsmen, Bloomsburg, PA
– Library Collection Enhancement



Wayne Gordon, left, is vice president and division director of Haddon Craftsmen, at the Columbia County facility in Bloomsburg. Haddon Craftsmen committed \$15,000 to the Library Collection Enhancement—a campaign priority.

Even a new library needs new books. Haddon Craftsmen's contribution will help to ensure that students have the most up-to-date materials available at Andruss Library. The gift also shows our support for Bloomsburg's campaign.

—Wayne Gordon,
Haddon Craftsmen



Thanks to gifts and pledges from corporate friends like Merck & Co. and Berwick Industries, this and one other classroom in Sutliff Hall offer an advanced learning environment. A third room was funded with unrestricted campaign gifts.

As a scientifically based company, we look seriously at every educational proposal. Merck & Co. has 15 Bloomsburg University graduates who are employed at our Danville location so this is something we believe we should support.

—Lisa Miller, site communications coordinator, Danville facility

Having a classroom such as this with multimedia capabilities will enhance our students' educational experiences, because they will be using these same devices and systems upon graduation.

—David Long, dean, college of business

SCHOLARSHIPS \$3,600,000

Funded Priorities	Goal	Commitments	% Of Goal
Honors Scholarship Endowment	\$1,000,000	\$1,005,250	101%
Presidential Leadership Endowment	\$600,000	\$624,297	104%
University-Wide Scholarship	\$1,500,000	\$1,566,790	104%

A recruitment emphasis on students who will be majoring in mathematics, sciences, and technology led to a new component in the university's scholarship program.

Donors of \$10,000 or more:

Malen G. Eyerly '78, Bloomsburg, PA
– Malen G. Eyerly Scholarship
Farber Foundation, Philadelphia, PA
– Presidential Leadership Scholarships
Gerald Frey '71, Bryn Mawr, PA
– John Devlin Football Scholarship



When both of my children were in school, I returned to Bloomsburg University for my undergraduate and graduate degrees. While I had the financial and emotional support from my family, it was still very challenging. Therefore, I have established a scholarship for the mature, non-traditional female student with the hope that she, too, may fulfill her dreams.

—Malen G. Eyerly '78

Gibb Foundation, Philadelphia, PA
– Gibb Foundation Scholarship
Susan R. Hicks '67, Bloomsburg, PA
– Ellamae Jackson Memorial Scholarship

Faye K. Koch Estate, Nazareth, PA
– Presidential Leadership Scholarships
Jeffery & Linda Swoyer '74, Valrico, FL
– Jeffery & Linda Swoyer Scholarship

ANNUAL FUND \$6,000,000

In addition to on-going, yearly commitments, new initiatives and unforeseen opportunities often emerge. For example, the Alumni House addition, the accounting department's special request to its alumni, and a new stage floor are non-campaign projects that are part of the Annual Fund.

Donors of \$10,000 or more:

Anonymous Gift

*Doris Aldrich '24 Estate, Oldsmar, FL
Catawissa Lumber & Specialty Co,
Catawissa, PA*

Beverly J. Edwards '56, Doylestown, PA

Kenneth S. Gross '74, Bryn Mawr, PA

Janet English, Douglassville, PA

Evelyn Kilpatrick '57, Nazareth, PA

Jack L. Mertz, '42, Venice, FL

Sara Jean Eastman Ortt '43,

Allentown, PA

Philadelphia Futures, Philadelphia, PA

Mary Ruscavage Estate, Danville, PA

Fred Smith Golden Rule Trust Fund

Frances I. Young '36, LaCrosse, WI



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When I was a returning Vietnam veteran, Bloomsburg State College, as it was then known, gave me a second chance to prove myself. The late president Harvey Andrus gave me that opportunity for which I am most grateful. Bloomsburg has always had an excellent educational reputation, and I am proud to be a graduate of this institution.

—William Gittler, Jr., President/CEO, Catawissa Lumber



A special gift from Kenneth S. Gross '74 will cover the installation cost of the new floor. Gross Auditorium was named in Ken's honor when he provided funds toward its refurbishment in 1991.

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The collage features various Bloomsburg University items:

- 1:** A gray hooded sweatshirt with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 2:** A white sweatshirt with an embroidered Carver Hall and the text "BLOOMSBURG UNIVERSITY". A circular inset provides a detailed view of the Carver Hall embroidery.
- 3:** A white sweatshirt with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 4:** A white t-shirt with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 5:** A white t-shirt with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 6:** A white blanket with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 7:** A white quilt with "BLOOMSBURG UNIVERSITY" printed in maroon.
- 8:** A framed diploma with a maroon border.
- 9:** A small model of a building.

1. Cotton Exchange gray hooded sweatshirt, sizes S-XXL \$39.95
2. Carver Hall embroidered sweatshirt, inset shows embroidery detail

-

- 7. Carver Hall afghan, 50"x72",
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- 8. Diploma frame,
mahogany with maroon and navy mat
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- 9. Carver Hall woodblock in gift box
..... \$19.95**

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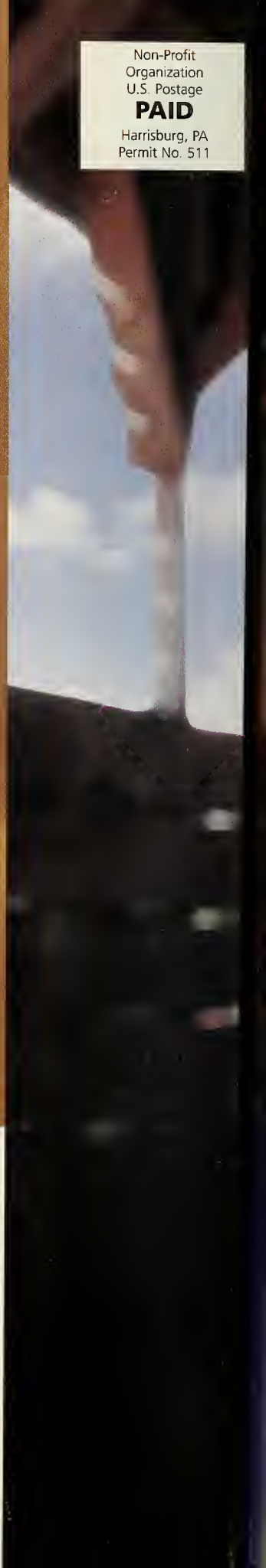
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BLOOMSBURG

THE UNIVERSITY MAGAZINE

FALL 2001



LIFE'S CALLING

*Alumnus David Williams constructs
his career with hammers, nails and
tools from his heart.*

EDITOR'S VIEW

In business, it's logos: Macintosh's multi-colored apple, bite mark and all; Coca-Cola's scripted signature; AT&T's globe; and Maxwell House's tipped cup with a cascading drop of liquid. Designed to stir your passion for the product, a logo is, most importantly, designed to spur your inclination to purchase.

In the world around us, there are icons, recognizable structures that inspire visions, memories or dreams: the Washington Monument, Statue of Liberty, Eiffel Tower or, for baseball fans, Chicago's Wrigley Field or Boston's Fenway Park.

These structures, symbols, logos or designations have one thing in common: instant recognition. For those associated with Bloomsburg in any way—student, faculty, alumnus, parent, townspeople or visitor—Carver Hall earns that distinction.

Carver Hall's constant presence is a focal point for Main Street as much as it is for the campus. The building has provided the setting for so many stories over the past 135 years, it would be impossible to ever tell them all. The events and people who made them happen, like those featured in writer Laurie Creasy's story beginning on page 9 of this issue, have helped establish the university we know today.

Unlike Carver Hall's early years when it was known as Institute Hall and students attended all of their classes within its walls, Bloomsburg's undergraduates today could complete their education without ever setting foot inside. They would miss a true gem. To step inside Carver Hall is to be welcomed into a historic richness that isn't matched anywhere on campus.

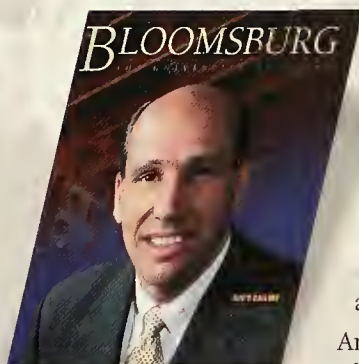
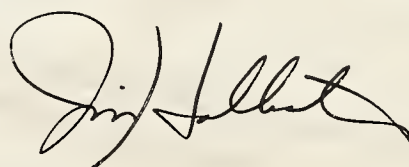
Renovations over the years have created first-floor offices for the president, provost and their staffs, along with a comfortable alumni room suitable for small gatherings. The generosity of benefactors like Kenneth S. Gross '74 and William Gittler Jr. '72 helped refurbish the picturesque second-floor auditorium and, this year, provided an Appalachian maple stage floor. The 583-seat facility has spotlighted the talents of incredible performers who often cast an admiring eye before departing.

Architectural features, photographs and other mementos housed in Carver Hall remind visitors of days gone by, but renovations are sorely needed to maintain this historic monument, this grand sentry at the entrance to the "friendly college on the hill."

As we embarked on our efforts to create a new university logo there was little doubt it would include the Carver dome. What you see on this page came from much input. Words we heard over and over were "strong," "solid," "tradition."

We considered many versions of the dome and a multitude of type styles on our way to establishing a logo we believe strikes the proper balance and "feel." While our designers at Paskill and Stapleton provided many renditions of their artwork, they also patiently offered counsel.

In the months and years to come, you'll see this logo in subtle and not-so-subtle usage, everything from pamphlets and newspaper ads to billboards and our university Web site. When you do, we hope it reminds you of Bloomsburg and Carver Hall, the beacon that continues to shine on all who have walked in its shadow.



Bloomsburg: The University Magazine is published each spring and fall for alumni, current students' families and friends of the university. A separate biannual publication, **Maroon and Gold**, highlights class notes and other alumni information. For details on Maroon and Gold, distributed to recent graduates, contributors and subscribers, contact the Alumni Affairs Office by phone, 570-389-4061; fax, 570-389-4060; or e-mail, alum@bloomu.edu. For information on **Bloomsburg Magazine**, see next page.

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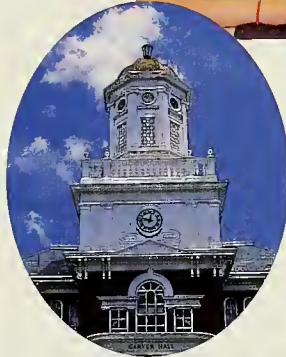
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BLOOMSBURG

THE UNIVERSITY MAGAZINE

Called to the
office – Page 2

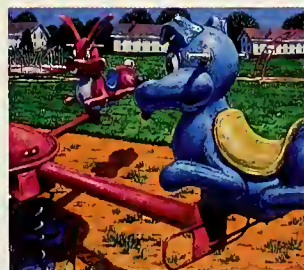


Hilltop beacon –
Page 9

In the heat
of the night
– Page 13



Hands on – Page 19



Artistic vision –
Page 23

2 PRINCIPALS' PRINCIPLES

Using inspiration from their own classroom experience, education alumni springboard into building administration careers locally and nationally. Whether it's elementary or high school, private or public, principals say students' welfare is top priority.

6 TREK TO TECH

The newly established College of Science and Technology is streamlined and sleek, exemplifying the endeavor to graduate new explorers needed in today's rapidly expanding worlds of global enterprise and research.

9 CONSTANT PRESENCE

Carver Hall opened 135 years ago with brass bands and improved with early updates funded by community dinners. Bloomsburg's hallmark continues to shine as a beacon over the only town in Pennsylvania. If walls could talk, those supporting Carver would have tales beyond compare.

13 READY TO ROLL

These volunteers are Johnny-on-the-spot. And Butch-on-the-spot. And Terry-on-the-spot. Bloomsburg and surrounding communities rely on the dedicated service of employees who pursue firefighting as an avocation.

14 Cover Story 45 HOUSES TODAY

When David Williams' heart leads him home, he can knock on 100,000 doors. The executive vice president and chief operating officer of Habitat for Humanity International is reminded each day as he enters his Georgia office that he's "helped build 45 houses today."

19 SIGN OF THE TIMES

Degree programs in deaf education and interpreter training are not easily found, nor is a professor with the character and calling to match those of Sam Slike. Slike puts much of himself into a rare learning experience that prepares students for work with the deaf and hard of hearing.

23 THE COLOR OF EVERY DAY

Much of Vince Hron's work depicts playground equipment and interior spaces in vibrant colors. But make no mistake: Hron's art is not to be taken lightly.

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UPDATE

Special four-page section inside back cover:
New Challenges, New Opportunities:
The Campaign for Bloomsburg University.

Principals' Principles

By Don Aines

"I'm a principal because I want to affect the education of kids," says Anne Shaloka Wilson '79, principal of Diablo Vista Middle School in Danville, CA.

"When I went into the field of education, I wanted to teach math. When I came back in 1992, I wanted to teach kids," she says. "Now, everything comes down to meeting students' needs...Everything I do revolves around that."

That distinction characterizes the shift in focus for those who progress from classroom teacher to building principal. The building principal has to look at the big picture.

This year, about 370 Bloomsburg University students earned bachelor's degrees in education. Some, like Wilson, will climb to leadership positions in the schools where children spend nearly a third of their time from the first day of kindergarten through graduation.

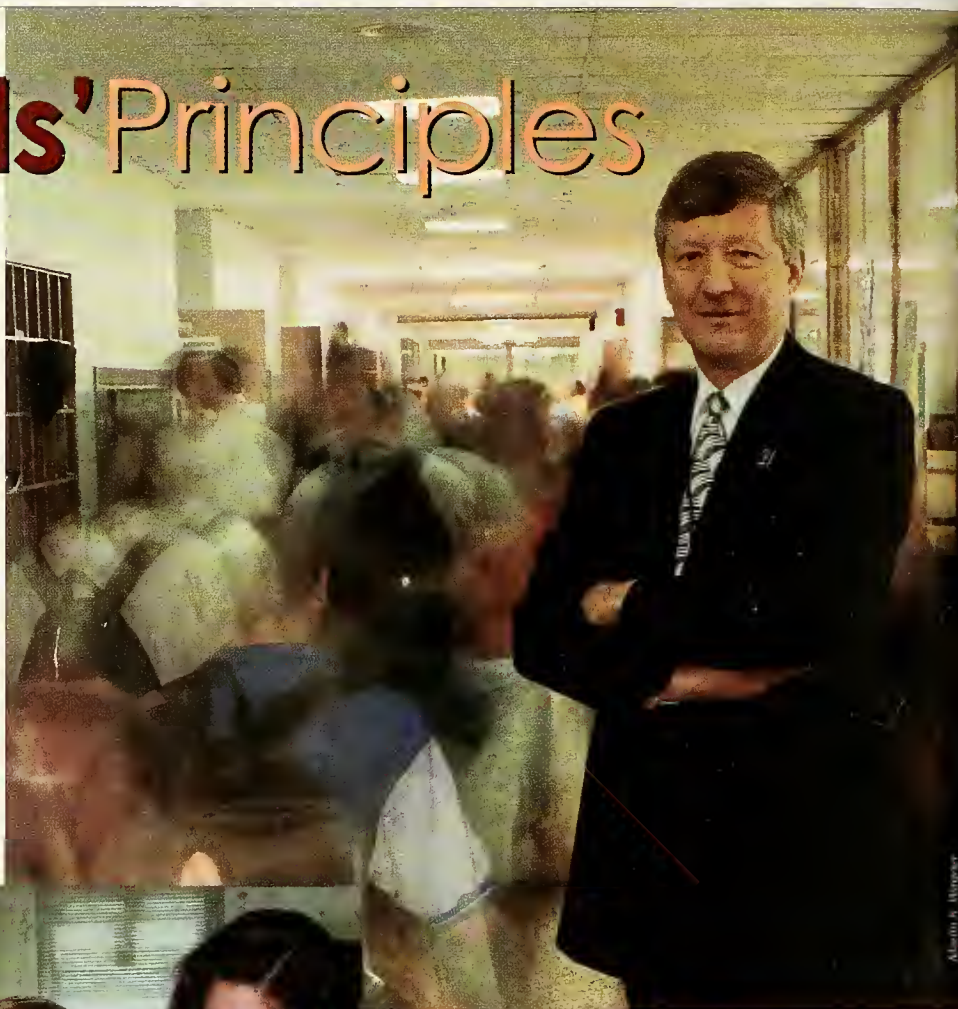
Alumni principals say the challenges differ at each level as they deal with students at the distinct stages of childhood, adolescence and young adulthood.

"At one time I was very adamant that schools should only deal with academics," Judith (Bower) Fenstermacher '68 says. "Now I feel our schools have to deal with the whole child...their social, emotional, behavioral and even character needs, because these all play into the learning of a child."

Fenstermacher says her philosophy evolved over 14 years as a teacher and as many years as principal of Millard Fillmore Elementary School in rural Moravia, NY. Part of the reason, she says, is that out of the 700 students who walk through the doors of her school each year, no two have the same needs.



'Everything comes down to meeting students' needs,' says Anne Shaloka Wilson '79, principal of Diablo Vista Middle School in Danville, CA.



Life is never at a standstill for principals like Al Lonoconus '79 of Southern Columbia Area High School in Catawissa, PA.

"Kids come from so many backgrounds. Some have never been read to and some come to school already reading," she says. "To get them all to the same spot in the same amount of time is quite a feat."

"In the middle school we have a challenge, because we're in the middle of the elementary-high school transition," says Stephen Andrejack, the principal of East Pennsboro Middle School in Enola, PA. Aside from academics, the 870 students from fifth through eighth grades are dealing with puberty and growth spurts and trying to figure out what to do with their lives.

"These kids are coming to us with all kinds of different needs—physically, emotionally and academically," says Andrejack '74. He sees part of his job as

presenting students with a multitude of options to explore.

From athletics and hunting to speed walking and yoga, East Pennsboro offers about 70 extracurricular clubs and activities. Andrejack sees the need to give students something "to get excited about...whether it's as a career or something they'll enjoy doing as part of their lives."

Like other educators, Andrejack knows that the foundation a child receives at home is the biggest factor in how he or she will perform socially and academically at school. "If education is the highest priority in a household, those kids are going to excel at whatever they do," he says.

"We've become a global society. Our kids have to be primed and ready to go head-to-head with kids from other countries," according to Andrejack, who began his career in education as a middle school earth and space science teacher at East Pennsboro. After nine years as a teacher, he moved on to Boiling Springs Junior-Senior High School near Carlisle, PA, where he served as assistant high school principal, and then principal, before returning, as principal, to East Pennsboro Middle School six years ago.

Whatever a child's situation at home, Andrejack and other principals know they are responsible for providing an emotionally and physically safe environment each day "for their students."

"I think we're doing a much better job now than we were 10 or 20 years ago" in dealing with drugs and alcohol, violence and other problems in society,

Andrejack says. Tragedies like the Columbine High School shooting two years ago, however, mean an educator can never let down his or her guard.

Andrejack and other administrators see the importance of bringing together students, parents and faculty to form a school system that addresses the needs of its community.

Stephen Andrejack knows that the foundation a child receives at home is the biggest factor in how he or she will perform socially and academically at school.

Wilson's school, for example is located in an affluent district east of San Francisco. In an upscale neighborhood of doctors, lawyers and other professionals, much is expected of Diablo Vista's 343 students, Wilson says, noting that 94 percent of the district's students go on to college.

"I don't think students have changed that much, but I think our expectations of students have," she says.

Wilson's journey to the principal's office led her through teaching stints in several states before she took 12 years off to raise her family. She returned to teaching nine years ago and was hired as principal of Diablo Vista when it opened in 2000.

The school mixes academics with a

Thursday "enrichment period" during which students can explore chess, Shakespeare, cooking and a "whole range of things they can choose," Wilson says. That desire to provide students the widest possible range of options was a common thread among the principals.

Middle school is a time to explore, but high school is a time for students to start making decisions about life, says Alan

Lonoconus, principal of Southern Columbia Area High School for the past two years.

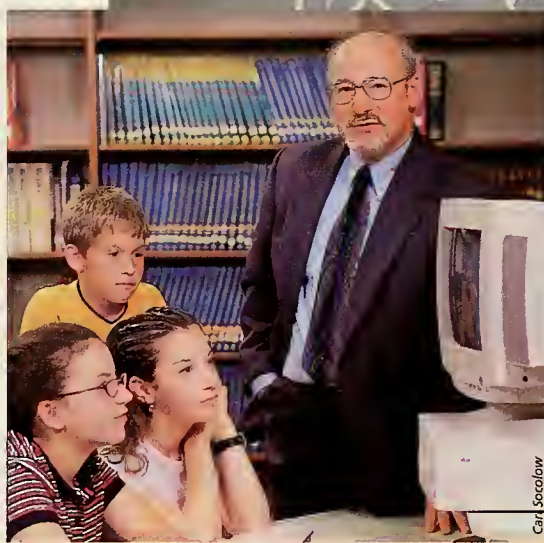
"It's actually partly a middle school and partly a high school," he says of the building in rural Catawissa, PA, with an enrollment of 700 students. Lonoconus is in charge of 400 students in ninth through 12th grades.

The student body includes his daughter, Chelsea, a 10th-grader who recently wrote an article for the local newspaper about the advantages and problems peculiar to the child of a principal.

"You're dealing with young adults. Students that have already formed a lot of their opinions and beliefs," Lonoconus says. "The hardest part is getting them to see that the last three years of their schooling is the culmination of their education."

"Students now think they have more rights and think they should have more 'say' in their lives than they did 20 years ago," he says. For some, that means they are also more concerned with their legal rights than in taking responsibility for their actions, he adds.

"For the most part, the students are still pretty good about the values and social mores of this area," he says.



Middle school's main role is to give students something 'to get excited about,' according to Stephen Andrejack '74, principal of East Pennsboro Middle School in Enola, PA.

Carl Scialow



"We've tried to offer as much as possible to students and, for a small rural district, we've done very well."
—Alan Lonoconus

"We've tried to offer as much as possible to students and, for a small rural district, we've done very well,"

Lonoconus says. That includes distance learning in Advanced Placement English, chemistry, physics and calculus and some college-level courses. Advanced Placement European history was added this fall.

Technology allows his small school to offer courses that would otherwise be unavailable. Lonoconus, who also coached the varsity basketball team to a 23-3 record this past season, says his students are exploring the world in other ways, with about 70 percent involved in some kind of extracurricular activity.

Giving students that range of choices resulted in Southern Columbia being named one of the top three high schools in Pennsylvania and one of the top 100 in the nation by Personal Computer Family Magazine, according to Lonoconus.

Advanced technology is less of a concern for John McAuliffe '62. His students are supposed to focus on the spiritual, rather than the secular.

McAuliffe is the principal for secular programs at Milton Eisner Yeshiva, an Orthodox Jewish boarding school in Scranton, PA, where about a quarter of the 65 high school students will go on to become rabbis. While students study social studies, math and history, they do so in the evening, after a full day of religious studies.

There is no Internet, television or many of the other technologies common to the lives of most high school students, though McAuliffe says those distractions are making inroads outside the classroom.

While the setting is different, McAuliffe believes his students share much in common with their public school contemporaries. "They're not all angels," he says.

Students come from all over the eastern United States, according to McAuliffe. Though in many cases their fathers attended Milton Eisner, life at the school can be quite an adjustment for new students. "They're 13- or 14-year-old boys, and they're away from home," he says.

While most of the curriculum is faith-based, the biggest change McAuliffe has seen in two decades is "much more emphasis on secular studies and much more interest on the part of parents in secular studies."

McAuliffe earned a salary of \$3,600 in his first year as a teacher. He eventually became an elementary school principal in the Scranton Area School District, but began teaching at the Yeshiva part-time in 1980 to supplement his income. Three years ago he retired from the public school system.

After 21 years at Milton Eisner, McAuliffe has realized some of the real rewards of education. "I see them go out into society and they come back...and you find some are lawyers and some are doctors," he says.

But, as any career, being a principal has its ups and downs.

The worst aspect of being an educator "is seeing kids who have a lot of potential just blow it off," Andrejack says. "My greatest joy is to see them succeed, to see all the kids who develop and become productive citizens."

For Lonoconus, the hardest part of being a principal is disciplining students. "We try to keep it in the context of consequences," he explains. "When students make a mistake, we help them work through it and, in the future, hope their choices will be better."

The most rewarding part of his day is "being with the students, in the hallways, at lunchtime, at sporting events."

"The most difficult part of this job is trying to meet the needs of so many people—students, parents, teachers, board members and the community," says Fenstermacher. The positive side is "seeing the children enter as kindergarten students and watching them grow and learn. I can't believe the time goes so quickly."

Being a principal puts some distance between Wilson and her students, but she has a remedy when she feels overwhelmed by the paperwork.

"Some days I just close my door and go sit in a classroom," she says.

Don Aines is a staff reporter with The Record Herald, Waynesboro, PA.

Kelly: The Next Step

Joseph T. Kelly believes students haven't changed much during his 28 years in the field of education, just the scope of their problems.

Kelly '73, a teacher and principal in the Central Columbia School District before he became superintendent of Bloomsburg Area School District two years ago, says students' access to cellular phones, credit cards, computers, cable television and cars gives them an "appearance of sophistication" missing from previous generations.

"You cut through all of that and I don't think kids are much different then they were half a century ago," says Kelly.

But, he adds, he does see an increased number of troubled teens among the 1,800 students in his district, a trend he traces to dissolved families, drug abuse and other problems in society.

"Instead of two or three troubled students in a classroom, you might have five or six. In turn, our problems become more difficult," he says. "For some students, school is the most structured, most sane institution they are involved with."

The 2000 census shows "the majority of our students do come from traditional families with two parents." Since both parents often work outside the home, schools have moved assemblies, recitals and other activities to evening hours, he says.

Although students haven't changed much, Kelly's jobs have.

"This job is markedly different from being a high school German teacher," he says, recalling his years in the classroom.

"The majority of my administrative experience has been as a principal, which is a very hands-on position. A principal maintains a frenetic pace. You're going from situation to situation, sometimes crisis to crisis, but most issues are quickly resolved."

Being a building administrator for 14 years prepared him to be a superintendent but, like other administrators, Kelly misses the contact with students, parents and teachers.

"As principal, I knew each kid by name," he says. "As a superintendent, my duties are more global," ranging from budget preparation and building renovations to the welfare of the children from kindergarten to high school.

Kelly enjoys the variety of challenges he faces and, as superintendent, tries to give as much attention to the problem of a single child as he does to budgets and buildings.

"We have to provide a safe physical and emotional environment... We have to prepare students for the next phase of their lives, be it middle school, high school or beyond," he says.

'As principal, I knew each kid by name. As a superintendent, my duties are more global.'
—Joseph Kelly



Joseph T. Kelly '73, superintendent of the Bloomsburg Area School District, says possessions like cell phones and cars give today's students an 'appearance of sophistication.'

Trek to Tech

Being the "best-kept secret" loses its luster after a while. So Bloomsburg University biologists, physicists, mathematicians and computer scientists look forward to new prominence with the establishment of the new College of Science and Technology.

Conversely, artists and social scientists, formerly lumped with the natural sciences under the old College of Arts and Sciences, converge in their own College of Liberal Arts.

It's none too soon for the retiring James Cole, a professor of biological and allied health sciences who served as associate dean of the newly divided College of Arts and Sciences in the 1980s. "I felt it should have been split way back then."

He'll miss the camaraderie of the humanities faculty in their shared meetings. But Cole, who has served the university for more than three decades, believed long ago that a smaller, more focused college would better meet the needs of both the sciences and liberal arts. One college servicing everyone from artists and historians to geologists and chemists just harbored too many departments, too many faculty members.

"Our needs in the sciences were considerably different from the humanities people," he notes.

Like a redesigned automobile, the new colleges should bring attention to already outstanding programs. Administrators hope higher visibility will help them recruit students and dollars.

As the inaugural dean of Science and Technology, Robert Marande moves to a new office in Ben Franklin Hall. Marande came to Bloomsburg three years ago to become associate dean of the College of Arts and Sciences.

Under the hood, the nuts and bolts of the departments remain the same. Students and faculty will notice little difference in their programs, Marande says. "The change is going to be pretty much transparent to everyone and actually has no impact on the operating funds of any of the departments."

But, he promises, departments "are not going to be static in terms of their academic curriculum."

They will change to meet the needs of private industry and changing professions. "Our programs will not fall behind," he says. "They will stay on the cutting edge."

Marande cites the development of a new five-year program in Electronics and Electrical Engineering Technology (EET),

developed because of a statewide and nationwide need for graduates in the field. Also, a genetic engineering program will become part of the biology department.

The Need

Patrick Schloss, provost and vice president for academic affairs, believes Bloomsburg's history as a teachers' college spawned a structure that may not effectively support specialties outside of education.

"We're striving to have an administrative structure that highlights those areas and their individual contributions to students' professional development," he says.

The unwieldy size of the 22-department College of Arts and Sciences should be more manageable now. "We are creating two exciting new divisions which join our existing College of Business and College of Professional Studies," Schloss explains. "By departments being closely related, deans can focus efforts on interests more clearly aligned."

Science and technology are getting attention not only at Bloomsburg University but at the state and national levels as well, due to the need for workers with technical skills.

The number of students enrolling in technology programs, in particular, is ballooning. Instructional Technology, a master's program conceived with about a dozen students in 1985, now numbers 120 full-time equivalent (FTE) students, reports chairperson Timothy Phillips. About 170 are enrolled in the program full- and part-time.

Marande notes that the number of computer science majors here has nearly



Chemistry chairperson Lawrence Mack believes the new college promotes student/faculty collaboration.



Louis Mingrone, chair of the biological and allied health sciences department, sees the new college as a step toward attracting more students into the sciences.



The new College of Science and Technology leads to more interdepartmental cooperation, says James Moser, chair of the physics and engineering technology department.

By Kim Bower-Spence

tripled in the last five years, to 143 in fall 2000; the number of mathematics majors grew about 30 percent over the previous year. Eighteen students launched the new EEET program this fall.

One hundred percent of math, computer science and statistics majors find employment or go on to graduate school within one year of graduating, Marande reports. "All our graduates find employment very easily," he adds.

"The job market is great, of course, even with the dotcom downturn," concurs James Pomfret, head of the mathematics and computer science department. "There's no downturn in the number of offers...And a lot of these companies are Pennsylvania companies."

Though the number of technology students has grown, administrators hope the new college helps the university more easily attract students interested in these disciplines. Cole notes that a student looking for biology, for instance, might not notice the program in a catalog that lists it under "Arts and Sciences."

Louis Mingrone, biological and allied health sciences department head, says, "This would be another step for us to attract a new wave of students into the modern biology of the future."

Along with more students, the university hopes to win more grant money from organizations such as the National Science Foundation. The instructional technology program, for instance, won the university about \$1 million in grants during its first 11 years; since 1997, money flowing to the program has topped \$2 million. Schloss notes that the College of Liberal Arts should find similar opportunities with agencies like the National Endowment for the Humanities.

Growth SPURT

Hartline Science Center will grow by nearly 70 percent with the completion of an addition scheduled to break ground next summer.

Earlier this year, Pennsylvania Lt. Gov. Mark Schweiker '75 presented the university with \$6.5 million to expand the science facility. The state funding, supplemented with more than \$3 million from the university, will add 17 new teaching and research labs to Hartline.

Completed in 1968, Hartline Science Center encompasses 71,427 square feet. Construction of the addition will add 49,000 square feet to the facility.

"This is a special day of reflection and exuberance," said Schweiker. "Hartline Science Center symbolizes accomplishment

and is central to Bloomsburg's mission of academic excellence.

"This is a celebration...you have earned it," Schweiker said of the funding, which he referred to as a piece of the "limited pie of financial assistance."

"We have a fine state system and Bloomsburg has earned our support," he added. "You do excellent work."

The addition to Hartline is needed to serve the growing enrollment in science at Bloomsburg. Over the past 15 years, enrollment in the departments of biological and allied health sciences, chemistry, geography and geosciences and physics has nearly doubled—growing from 279 majors in the fall of 1985 to 547 in the fall of 2000.



Lt. Gov. Mark Schweiker talks about technical career opportunities in the Keystone State with students in Professor Ardizzi's biology class. Schweiker visited the campus to present funds for the expansion of Hartline Science Center.



An addition to Hartline Science Center, slated to break ground next summer, will add 49,000 square feet to the building. The addition, which includes 17 teaching and research labs, will occupy this grassy area.

Finding Focus

The word "focus" comes up a lot as people discuss the change. Marande hopes to establish a cohesive identity for these departments, increase awareness of shared purpose and integrate curriculum among related programs.

"We're going to be dealing with a much smaller, much more focused group of people," explains Norman Gillmeister, head of the geography and geosciences department. He expects that to ease tasks like hiring and budgeting. The new college should also give more visibility to his department. Many students "aren't even aware that Bloomsburg gives a geology degree, for instance," he says.

James Moser, who heads physics and engineering technology, looks forward to more collaboration among departments. As an example, he says, physics majors must incorporate information from chemistry and calculus into their courses. Moser thinks administrators will now be able to more easily schedule classes to ensure student access to all those courses.

"We can ensure that we're on track with the students, providing them with the tools they need and the type of equipment they need," he adds.

More interaction among faculty and students should also result, hopes chemistry chairperson Lawrence Mack.

He wants to create an environment where students of the natural sciences associate with each other and enjoy the subject matter.

A more compact, cohesive college should allow the departments to know more about what their colleagues can do and allow them to work together more closely.

"The conversations are much more focused on common things," explains Phillips. "It will make it easier for us to form relationships."

Technologies are converging, and private companies seeking assistance want one-stop shopping. With better communication among related departments, various department heads can act as agents for others in discussions with companies. For instance, if the mathematics department develops a database for a company, instructional technology might follow through with a training package while the physics and engineering technology department interfaces with other programs.

Corporate Connections

One of the bigger changes that comes with the new college will be creation of the Corporate Advisory Council, initially comprising eight to 10 companies.

"This will include people from high-tech and non-high-tech industries," Marande explains.

Patterned after existing groups already active within instructional technology and engineering technology, this diverse council will offer input into the types of skills and training their businesses require of employees and how the university can help meet those needs. Industries may be local, regional or national, from high-tech firms to banking or manufacturing businesses that use technology.

"We will showcase what our students can do upon graduation," aiding job placement, Marande adds. "Companies will help us out; we'll help them out."

Instructional technology already reaps benefits from its advisory council. Fifty-eight company representatives attended its three-day spring meeting. At least 75 companies have joined, Phillips notes.

Students benefit from the corporate connections and projects they bring. "I'm

College of Science & Technology

- Biological and Allied Health Sciences
- Chemistry
- Geography and Geosciences
- Instructional Technology
- Mathematics, Computer Science and Statistics
- Physics and Engineering Technology

College of Liberal Arts

- Anthropology
- Art and Art History
- Communication Studies and Theatre Arts
- Economics
- English
- Health, Physical Education and Athletics
- History
- Languages and Cultures
- Mass Communications
- Music
- Philosophy
- Political Science
- Psychology
- Sociology, Social Welfare and Criminal Justice

looking out my door, and I see the evidence of it," Phillips explains.

In 2001, his department funded 30 graduate assistantships. "More students get financial relief," he says. "We can reduce their tuition and pay them a stipend. And more importantly, we give them experience."

He hopes the new college will enhance opportunities to work across disciplines as the departments get to know each other better. For instance, an alliance with a corporation such as Merck and Co., with its plant in nearby Riverside, PA, could pull together projects with health sciences as well as instructional technology and computer science.

He tires of hearing people say they didn't know Bloomsburg had an instructional technology department. "Being the best-kept secret sounds good two or three times," Phillips notes. But why keep the secret?

Kim Bower-Spence is a freelance journalist from Berwick, PA.



Increased visibility for areas of study is one benefit. Norman Gillmeister, chair of the geography and geosciences department, expects from being part of the new college.

Robert Marande, former associate dean of the College of Arts and Sciences, is the dean of the new College of Science and Technology.

Retired professor James Moser believes the establishment of the College of Science and Technology is long overdue.

CONSTANT PRESENCE

By Laurie Creasy

The Bloomsburg Literary Institute needed a new school building. In 1866, its trustees bought three acres of land on a hill near the town. The owners, William and Alice Snyder, donated \$1,000 of the \$1,500 price back to the school.

Not everyone was happy about the decision. Trustee Rev. D.J. Waller said that the site was surrounded by "two stables, a tavern presenting a rear entrance, a tannery (and) one of the most offensive roads on the score of dust in the county." He may have been prejudiced; the board rejected Waller's own property on Market Street, now the site of Memorial Elementary. Nevertheless, his son David attended the school—and twice served as its leader.

Professor Henry Carver headed the Institute. Carver, a professor of civil engineering who had headed the preparatory school at the University of California, was visiting in the area when he was offered the position. He taught for a year, then apparently made it clear if he didn't get a new building, he would leave.

The trustees went into action, but the sale was not approved until the tavern owners agreed to move their business so Main Street could be extended to the front of the new building.

Carver served as architect and general contractor for the building—no small feat for a man who had lost a hand and used a hook from the elbow down—promising the trustees it would cost no more than \$15,000. Timber came from mills in nearby Espy; bricks were purchased locally. Cost overruns brought the price of the complete two-story brick building, including furniture, to \$24,000.

On April 4, 1867, at 1 p.m., the Bloomsburg Brass Band led a procession



Carver Hall is featured in this postcard which shows Main Entrance, State Normal School, Bloomsburg, PA.

from the old academy building at Third and Jefferson streets to the new Institute Hall for the building's dedication. Speeches and songs filled the day and, when the hour grew late, participants voted to continue the festivities the next evening.

To improve the grounds, Carver held a "grading frolic." The boys of the school graded and terraced the grounds, and the girls prepared and served the meals. Institute Hall was making its mark.

But Carver wasn't satisfied. The school, he thought, needed a bell. He enlisted students David Waller Jr., George Elwell and Charles Unangst to raise the money. Notebooks in hand, the boys went door-to-door in Bloomsburg and raised the \$1,200 needed in \$5 and \$10 chunks, although a few people gave \$25 or \$50. By evening, the boys had raised all of the money.

In 1871, Carver left Bloomsburg, citing ill health—he also was embroiled in battles with the trustees—and apparently took the original floor plans with him.

By 1900, the hall needed remodeling. The tower was built as it is now, giving the building an Independence Hall air,



Today, Carver Hall houses the offices of the president, provost and their staffs; a small meeting room; and the Kenneth S. Gross Auditorium.

MEMORIES

One snowy January day, President Jessica Kozloff and her husband, Steve, drove into Bloomsburg and saw Carver Hall at the end of Main Street.

"It was one of those picture-perfect days, and it looked like a Norman Rockwell painting," she reminisces. "I said to my husband, 'This is it, this is the place.'"

He reminded her she hadn't yet been interviewed. That didn't matter—she could feel it.

She purchased a painting for her home similar to that snowy scene because, as it did from the start, Carver Hall says to her, "This is a quality place, a place with history."

"I'll never forget coming into Bloomsburg and seeing the beacon for the first time," says James McCormick, former chancellor of the State System of Higher Education and former Bloomsburg University president. While studying at Indiana University of Pennsylvania, he became convinced of the potential of the state teachers' colleges, as they were known, so he visited all of them.

That was in the spring of 1958. Four years later, he brought his wife, Maryan, for a visit and, just over a decade later, he returned as president.

Keith Eves, a retired custodian who worked for almost 18 years at the campus, most of it in Carver Hall, recalls going into the balcony of the Kenneth S. Gross Auditorium and finding a man sitting there. The man said the spot had



Carver Hall rose above Main Street on a snowy January day when President Jessica Kozloff first visited campus with her husband Steve. "It was one of those picture-perfect days, and it looked like a Norman Rockwell painting. I said to my husband: This is it, this is the place."

been his assigned seat for lectures, and he just wanted to sit there one more time.

"It was something you could take a lot of pride in," he said. "Lots of people came to see it."

Marilyn Muehlhof, secretary to eight presidents at the university, agreed. "You never knew who would be standing there. It could be someone from the FBI, the governor, a legislator or someone off the streets."

But in the early '70s, all wasn't well with the hall. McCormick found its soffits rotting and the paint peeling. In all, Carver needed \$100,000- to \$200,000-worth of work. At one point, Muehlhof recalls, supports in the tower

needed to be braced, and she worked at a table in Buckalew Place, the president's residence, for three days while repairs were made.

Some who maintained the tower signed their work, according to Eves, who estimated some of the signatures could be more than 80 years old.

"Anyone up there or who did work there left their name or initials and date," Eves says. "The man who took care of the clock left running records—when it had been serviced, when it needed to be serviced again, what he'd done."

One signature is very special to McCormick. The McCormicks' babysitter, Mary Rose Scofield, and her boyfriend, Joe Southerton, went up into the tower one night and carved a message to him, thinking he would never see it. But he did, and he treasures the memory.

Kozloff treasures the memories of ceremonies held each year in the auditorium, like the nursing department's pinning ceremony, which connect the present and the past.

The location of Kozloff's office within Carver Hall, also creates a bridge to the past. Although she admits she's thought of moving her office uphill, "I can't give up the connection to the past. So," she says, "I just walk a lot."

"Sometimes I go out and look up at the portrait of Henry Carver," Kozloff says. "I think of him laying bricks for the building, and I think, 'I hope you approve of what we're doing here.'"

CARVER HALL TIMELINE



April 4, 1867

Bloomsburg Literary Institute dedicates Institute Hall.

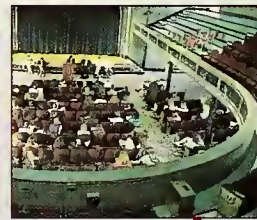


1867

Bell purchased through subscription.

1869

First used for music recitals and concerts.



1900

Remodeling authorized, including the tower, and completed for \$3,600. Tower installed in early December; clock purchased.



circa 1900

Balcony and permanent wooden seating installed in auditorium for a seating capacity of 1,026.

1927

Name changed to Carver Hall.

'You never knew who would be standing there. It could be someone from the FBI, the governor, a legislator or someone off the streets,' says Marilyn Muehlhof, secretary to eight presidents at the university.



Marilyn R. Wagner

'I'll never forget coming into Bloomsburg and seeing the beacon for the first time,' says James McCormick, former chancellor of the State System of Higher Education and former Bloomsburg University president.



Chris Cichew

Retired custodian Keith Eves often discovered alumni in 'their' seats in Kenneth S. Gross Auditorium reminiscing about classes and professors.



Marilyn R. Wagner

with blind windows where the clock faces are.

School steward William Housel decided the hall needed a clock, and he knew how to get the money. Housel rented a booth at the Bloomsburg Fair, so the school could sell turkey dinners to fair-goers. Unfortunately, the food couldn't be cooked there.

Undaunted, the students cooked the dinners at the school, putting helpings of turkey, mashed potatoes, stuffing and gravy on individual plates, while classmates rushed the food to the fairgrounds.

Fortunately, the weather that year is recorded as being perfect, and fairgoers lined up to get the dinners. During the four days of the fair, Housel and the students raised enough money for the clock. The Nov. 6, 1900, minutes of the board of trustees meeting note the clock was purchased for \$455 from Seth Thomas Clock Co. Dials were \$175 extra.

Before the clock purchase, Institute Hall's bell was rung manually for chapel at 8:30 a.m. and again at 1 p.m. to signal the start of afternoon classes. Afterwards, the bell marked the hours through a hammer attachment to the clock mechanism, which

was wound manually until the campus was wired for electricity.

In 1927, almost 60 years after Carver left Bloomsburg, the Alumni Association renamed Institute Hall in his honor.

Compiled from "Profile of the Past, a Living Legacy: Bloomsburg State College, 1839-1979 by Eda Bessie Edwards (1982); "Campus Landmark: Bloomsburg's Carver Hall" by Lisa M. Yonkin, Carver, Spring 1989, Volume 7, Number 1; column by Randall Presswood, Culturally Yours, January 1994; excerpts from Board of Trustees minutes, 1898 to 1900; and articles from the Morning Press, May 30, 1939; and Alumni Quarterly, December 1928 and June 1972.

Laurie Creasy is a freelance writer who lives in Catawissa, PA.



1954

Tower lighted for first time as Bloomsburg Beacon, in memory of students killed during World War II and all other Americans who made that sacrifice. Red brick entrance replaced by limestone entrance. Administrative offices replaced first floor classrooms.



1982

Auditorium closed for first time to allow shoring up of tower and renewal of front of building.



1992

Auditorium closed second time for major facelift funded by \$500,000 grant from alumnus Kenneth S. Gross '74. Air conditioning installed.



December 2000

Seasonal carillon music changed to reflect growing diversity on campus.

2001

Installation of new stage floor through \$10,000 donation by Kenneth Gross; floor donated by William Gittler Jr. '72, president/CEO of Catawissa Lumber Co.



Wooden slats lead to the tower atop Carver Hall, home of the original bell that chimed to designate the start of chapel and afternoon classes. Today, a computer plays a diverse selection of music four times daily.

MUSIC

The university had a mess on its hands. It was November 2000, and complaints arose that the seasonal songs being played on the carillon contained too many Christian hymns. Protestors wanted more diversity.

Enter music department faculty Stephen Clickard, Wendy Miller and Alan Baker, and director of the performing arts facilities, Randall Presswood.

Miller gathered secular music, hymns, Hanukkah songs and Kwaanza songs, and Presswood contacted local carillon artists to see whether they would record the music.

"They were all down south doing concerts," he says.

So Miller played the music with some of the songs sequenced through music notation so they could be performed by computer. From 100 songs, the group chose three from each category—Christmas, winter, Hanukkah and Kwaanza—that played four times a day from December 1 to January 1.

Miller said the group continues to collect music for other seasons, like Passover and Easter.

Other universities have expressed interest in obtaining a copy of the carillon music when it is completed.

MAPLE

Carver Hall's auditorium received a facelift in 1992 to modernize the facility while, aesthetically, bringing back some of its Victorian ambience. The project included a grand drape for the stage; faux marbling by a Pennsylvania artist; new paint, seating and carpet; and revamped lighting, sound, electrical and air conditioning systems—all courtesy of a gift from alumnus Kenneth S. Gross '74.

Afterward, workers sanded the stage floor, discovering that new planks added as replacement pieces did not uniformly accept stain, according to Randall Presswood, director of performing arts

facilities. It seemed the only cure was to paint the stage floor black.

Last year, William Gittler Jr. '72, president/CEO of Catawissa Lumber & Specialty Co., offered to donate Appalachian maple for a new stage, which would be milled at his North Carolina plant and shipped to Bloomsburg. The catch: He didn't have the personnel to install it.

Again, Gross came to the rescue, donating the \$10,000 needed to have the floor installed. The stage floor was initiated for the first program in the Concerts @ Carver series in April 2001.



Eric Foster

Jack Mulka, director of corporate and major gifts; William Gittler Jr. '72, president/CEO of Catawissa Lumber Co.; Randall Presswood, director of performing arts facilities and programming; and Nancy Vought, administrative assistant, left to right, check out the Kenneth S. Gross Auditorium's new stage floor. Gittler contributed the Appalachian maple stage floor, and Gross, a 1974 alumnus, covered the cost of installation.

Ready to Roll

By Eric Foster

The beeper's alarm is loud enough to wake someone at the other end of the house. But Harold "Butch" Woomer's beeper is next to the bed.

In a given month, he'll hear that alarm about four or five times. It means there's a fire to fight. Woomer is a smoke-eater, firefighter lingo for someone trained to fight a fire from inside a structure.

Like a dozen of his co-workers at Bloomsburg University, Woomer gives hundreds of hours each year as a volunteer firefighter on call seven-days a week, 24 hours a day. When the beeper sounds, they have to act fast. In 60 seconds, a house fire can triple in size.

"It takes a special kind of person to be a firefighter," says Woomer, a 25-year veteran who has served the Nescopeck Fire Department as an officer. "When you're on the engine racing to the scene, if your heart's not racing and your mind's not moving at a mile a minute, then you don't belong there. If you don't know what you're doing, you're dangerous."

There's a lot more to fighting a fire than pointing a hose at the flames. A firefighter must combine a working knowledge of engineering, physics, chemistry and communication.

"There's 88 hours of basic training alone," says Terry Lemon, electrical services supervisor and 37-year firefighter for the Bloomsburg, Orangeville and Millville departments. And driving the engine, dealing with hazardous materials or going inside a burning structure all require training on top of that.

Veteran firefighters talk about fires as if they were living organisms. Like a creature, a fire needs things to live, three things in fact—fuel, ignition and oxygen.

Knowledge, gained from study and experience, tells what stage of life a fire is in.

Gray smoke creeping from cracks in a door, alternating with the sound of air rushing in, signals that the fire is trying to breathe, that it needs oxygen. A setup for a backdraft. A firefighter who knocks

down that door can easily be sucked into the room and killed as air rushes to feed the blaze anew.

Flashovers can be more unpredictable, occurring when a room reaches a temperature hot enough to ignite everything at once. "You'll be hosing down a fire in front of you, and all of the sudden the fire is all around you," says Woomer, maintenance repairman at the university. "The only thing you can do is lie on your back, set the nozzle on fog and spray it all around."

"The steam created by the fog smothers the fire," adds John Moyer, the university's refrigeration supervisor and a member of the Catawissa, Bloomsburg and Danville fire departments.

In some circumstances, firefighters might cut a hole in a burning structure to let heat escape and prevent other sections

from suddenly igniting. Or they'll often drop a special flare down a burning chimney to consume the oxygen and smother the blaze.

In one case, Moyer remembers attending a street festival in Danville with his wife and sister-in-law when a fire call came in. Looking up, he saw the fire in front of him and rushed to his car where he keeps his "turnout gear"—the heavy coat, helmet, pants, boots and air pack that protect from flames, heat and smoke.

As he rushed into the burning Danville structure his sister-in-law cried to his wife, "You're crazy for letting him do that!"

"She didn't understand, there's a science to firefighting," says Moyer. "And there's the gratification of helping someone."

Eric Foster is co-editor of Bloomsburg magazine.

Among the university employees who volunteer as firefighters are, from left, John Moyer, refrigeration; John Martin, electrical services; Terry Lemon, electrical services; Jack Pollard, university police; Butch Woomer, maintenance; Larry Recla, who recently retired from duplicating services; and Samuel Haynes, university police.



Bloomsburg University maintenance worker Butch Woomer leans out of a second floor window to douse a blaze in his hometown of Nescopeck.

45 Houses Today

By Mike Feeley '87

It rained a lot, then it rained some more. It was colder than expected. And sleeping arrangements consisted of sleeping bags on a church floor.

Some spring break.

But for junior Jeremy A. Heise, senior Jennifer L. Blocher and about two dozen other Bloomsburg University students, a week in South Carolina in March building two homes for Habitat for Humanity is an experience that will stay with them for the rest of their lives.



Joe Matthews, Habitat for Humanity International

David Williams, center, talks with Wayne Walker, former chairman of Habitat International's board of directors, left, at the Jimmy Carter Work Project 1997 in Pikesville, KY.



Uncooperative weather conditions, illustrated by the deep puddle in right foreground, didn't hinder volunteers' progress during the Spring Break Blitz Build in Greenwood, SC.

Courtesy of Bill Beckom

"Something like this, even just a week, is life-changing," says Heise, a business management major from Danville, PA. "This puts into perspective the things you'll need to get further in life."

"Some people go to Cancun or Florida, the same old thing," says Blocher, a special education/elementary education major from Wyomissing, PA. "I wanted to do something good for other people. Now that I'm back, I wouldn't have done anything else."

David Williams understands those thoughts completely.

The 1981 Bloomsburg University graduate was an accountant by trade when he began volunteering for Habitat for Humanity in Houston, Texas. Habitat for Humanity is a non-profit Christian-based organization that provides

housing, mostly through the efforts of volunteers.

The organization made such an impression on Williams that he eventually joined it full time and now serves as executive vice president and chief operating officer of Habitat for Humanity International.

"I really liked the principles that Habitat stood for," says Williams, who ran a food bank in Houston before joining Habitat for Humanity. "You're working side-by-side with the people you're helping."

"At the food bank, we gave food away. With Habitat, the family has to help build the house. They pay for the house," he says. "It provides for so much more dignity: working with them, rather than doing something for them."

Williams says his work now involves more fund raising and coordination than hammers and nails—not surprising, since he's organizing efforts in 64 countries. He's seen Habitat International's annual budget grow from \$98 million when he started in 1994 to more than \$250 million today.

Founded in 1976, Habitat for Humanity took 24 years to build its first 100,000 homes. Habitat expects to build its next 100,000 in five years, Williams says. Those 100,000 homes provide housing for a half-million people in 2,000 communities.

"To be part of a ministry growing exponentially is exciting," he says. "Is it frustrating? Yes. There are issues of budgets, technology, people. All the issues any large organization has, we encounter."

Bill Baillie, right, and a crew of Bloomsburg University students and community volunteers work together to construct three Habitat for Humanity townhouses north of Bloomsburg Hospital. Baillie led the university chapter before his retirement and continues to volunteer with Habitat's Columbia/Montour chapter.



Hammer Time

Jen Gillard has received quite an education at Bloomsburg. The Lititz, PA, native has poured concrete foundations, framed out walls, laid linoleum flooring and nailed on siding.

Not bad for a secondary education major.

But Gillard, who entered her junior year this fall, says she found there's more to college than textbooks and social functions. During her first week at college, Gillard signed up as a volunteer for the university chapter of Habitat for Humanity.

"I feel like I'm actually doing something to help," says the 19-year-old Gillard. "We usually build on Saturdays. Any day I don't get to the site, I lie around and don't get up until noon. When I work at the site...well, by 12 o'clock, I've accomplished a lot."

She's not alone. Anywhere from a handful to a hundred Bloomsburg University students volunteer on weekends to help build homes in coordination with the Columbia/Montour counties chapter of Habitat for Humanity.

William "Bill" Baillie, a retired Bloomsburg University English professor who volunteers for the Columbia/Montour chapter, says the students provide a great deal of manpower. Baillie, who ran the university chapter before retiring, says the university students are the "biggest single source of support" for the counties' chapter projects.

Baillie says the Columbia/Montour chapter generally completes one house a year, but built three last year and is hoping to construct another three this year. The chapter is currently working on a home near the campus behind the Bloomsburg Hospital.

Another regular volunteer, Rosemary Gwynn, a junior from Ridley Park, PA, says she participated with Habitat while in high school and began volunteering for the university chapter as a freshman.

Gwynn says the work has taught her that there are always people willing to help others. "I know that there are great people who you can rely on when you need it," the special education major says.

"Plus, I'm learning to build a house. That will always come in handy."



A sign over the door at Habitat for Humanity's Georgia headquarters tells the 1,100 main office employees: 'Your efforts helped build 45 houses today.'

Yet, unlike the often-unaddressed frustrations of corporate America, this large organization has the satisfaction of knowing it truly helps people. A sign over the door at the Georgia headquarters tells the 1,100 main office employees: "Your efforts helped build 45 houses today."

Other work, of course, includes coordinating the efforts of the hundreds of thousands of volunteers, like Heise and Blocher.

For that, Habitat looks to people such as Bill Beckom. Beckom supervised construction of one of the Greenwood, S.C., homes that Bloomsburg students helped construct on their spring break. The first two-story dwelling Habitat volunteers would build in the community, it will be home to a young divorced mother of four children.

"You don't find many kids who would give up spring break, let alone do something like this," he says. "They were great kids. I was really impressed by all of them. They had some terrible weather, and they worked rain or shine. They persevered right through it."

Beckom says the group of students accomplished more during a week of cold, wet weather than a larger group from a larger university did last year.

"I called them the 'dream team,'" says Beckom, who stays in contact with students through e-mail. "Once a wall was stood up, you could hear the cheers. They were really getting into it."

"Through it all, I never heard one of them complain," he adds.

Williams knows Habitat can inspire young people to care for and help their neighbors both here and abroad. That's the effect the organization had on him.

Williams, 42, says he first considered the idea of working to help people while he was a student at Bloomsburg. He came to the university to play tennis and was cut his freshman year. Although he eventually made the team and won a state championship, Williams says getting cut, coupled with other problems his freshman year, forced him to take a hard look at his life.

At that time, he says, his religious beliefs became the most important part of his life, and he was inspired by Catholic Campus Ministry and others on campus who were serious about their faith.

Williams became an accountant with Shell Oil in Texas after graduation, and met his future wife on the job. As he started the job at Shell, Williams says he knew he wanted to do some type

of ministry work and soon began to volunteer with the Houston Food Bank.

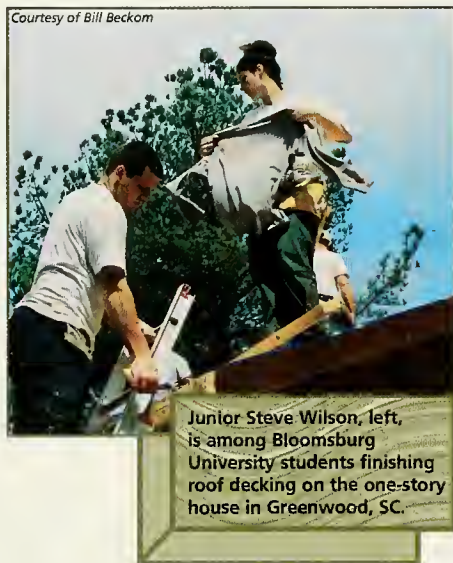
He found that his heart was in service—not oil. After leaving Shell in 1993 to serve as the food bank's executive director, Williams helped the organization grow into one of the nation's largest food banks, distributing 1.4 million pounds of food each month. At the same time, the organization decreased its dependence on federal funding from 80 percent to 3 percent a year.

The job at the food bank paid less and required more hours than his position at Shell, but for Williams, who was single at the time, the decision was easy. "I felt that everything I had been praying about had led to that," he says.

Williams also began to volunteer with the local affiliate of Habitat for Humanity, serving on its board of directors. In 1994, he became Habitat's senior vice president of administration which led to his current position as executive vice president and chief operating officer. He lives in Americus, GA, near the Habitat headquarters with his wife, Martha; son, Carson, 14; and daughter, Kate, 12.

The move to Habitat for Humanity, a nonprofit, Christian housing organization that does not accept government money, was the next step toward his career goal of serving in a ministry. And, Williams became

Courtesy of Bill Beckom



Junior Steve Wilson, left, is among Bloomsburg University students finishing roof decking on the one-story house in Greenwood, SC.

involved in quite a large ministry, as the issue of substandard housing is one of the greatest problems facing all countries of the world.

"It's estimated that one billion people live in substandard housing. One part of our mission is to put the issue of poverty on the minds of people everywhere," he says.

"We just completed our 100,000th home. We know we're not going to build all the homes. But if we put the issue in the hearts and minds of the politicians, religious and business leaders and have them realize they can do something about it, then we're helping solve the problem."

Williams says the organization sometimes is criticized for using resources overseas while there are so many people in need in the United States. But, he says, as an international organization, Habitat for Humanity sees poverty in India, Africa and other areas all over the world.

"A lot of times, people ask why we are helping others halfway around the world. I tell them God doesn't have an American passport. He's concerned about the whole crowd," Williams says.

By helping their neighbors, people also are helping themselves, he says. For example, the 600 Habitat for Humanity homes in Americus, GA, represent a \$70 million economic boost to the local community. Families also add \$100,000 a year in property taxes to the communities where the Habitat homes are located, according to the organization's statistics.

Part of Williams' job at Habitat headquarters involves dispelling myths



David Williams, executive vice president and chief operating officer of Habitat for Humanity International, left, and his wife, Martha, right, pose with two of Habitat's most famous volunteers, former President Jimmy Carter and his wife, Rosalynn.

Charles W. Plant, Creative Services

"We just completed our 100,000th home. We know we're not going to build all the homes. But if we put the issue in the hearts and minds of the politicians, religious and business leaders and have them realize they can do something about it, then we're helping solve the problem."

about the organization. Perhaps the largest myth centers on Habitat's founder—not former President Jimmy Carter, a visible volunteer, but instead Millard Fuller and his wife, Linda. He also stresses that Habitat homes do not lower surrounding property values, and homeowners need not be Christians to participate.

Williams says he is thankful for all the volunteers, especially students.

"Is this a good endeavor for kids to be involved in? It is," Williams says. "Not only have we seen more young people become involved, but we've also seen people taking early retirement from business or the military. It seems people want to do something a little more meaningful, and they come with tremendous experience."

Williams says he believes people volunteer with Habitat for Humanity

because they want to help and many volunteers say they like the idea that the homeowners are involved.

In addition to a down payment and the monthly mortgage payments (at no profit to Habitat), homeowners invest hundreds of hours of their own labor—sweat equity—into building their Habitat house and others. The concept is that each project also helps to improve the neighborhood by making the property owner a stakeholder in the community.

"People want to be part of that," he says. "People want to help, but they want to do it the right way."

Mike Feeley is assistant city editor of *The Patriot-News*, Harrisburg, PA.

Sign of the Times



Sam Slike's facial expression is an integral part of each message he signs.

By Deirdre Galvin

Sam Slike can teach sign language without even trying, which can be a bit of a mixed blessing. While the Bloomsburg University professor's children were growing up, he and his wife Roslyn used sign language to share those grown-up "secrets" that they didn't want their children to know.

Their children—Jennifer, now a senior at Villanova University, and Andrew, a senior at Central Columbia High School in Bloomsburg—caught on fast and learned to sign.

Teaching sign language is a major component of Slike's professional life as professor of deaf education, and his results are gaining the university a national reputation in the education of the deaf and hard of hearing. He also is pioneering new methods to teach sign language and speech reading skills via CD-ROM.

Slike, who directs Bloomsburg's graduate program in education of the deaf and hard of hearing and teaches deaf studies in the department of exceptionality programs, first became involved with new technology in 1986. Along with staff and faculty from the Institute for Interactive Technologies (IIT) and the Instructional Technology program, he produced a videodisc containing all of the signs taught in the introductory course.

"It worked so much better than a videotape," Slike recalls. "The students loved it."

Next came a videodisc on speech reading, which also proved to be popular. But when CD-ROM technology became available, Slike realized the potential for more improvements. While the videodiscs were effective, they simply didn't provide the ready access of CD-ROMs.

First released in 1999, the speech reading CD-ROM now is used across the United States. The CD showcases the images and voices of more than 150 people and a wide variety of topics. Typical challenges, such as a speaker chewing gum or talking with an accent, make the experience as close to "real life" as possible.

The sign language CD, released just this year, teaches finger spelling through the use of features like moving graphics. Working at their own pace, students may drag the scroll bar, stopping to learn how a particular letter is created. The CD presents about 700 signs, as well as 100 fingerspelled words and 270 sentences produced in American Sign Language (ASL) and Pidgin English (PSE).

The next logical step is to search for ways to infuse technology into curriculum. As part of a \$2.1 million federal grant awarded to the 72 teacher preparation programs in the Association of College Educators of the Deaf and Hard of Hearing, Slike and colleague Jamie Galgoci will share their expertise with faculty from across the country.

Slike credits the faculty and staff of IIT and Instructional Technology programs with making these projects possible; Helmut Doll, professor of instructional technology, notes that the CDs provided an excellent opportunity for interdepartmental cooperation.

"When I go to professional meetings on deaf education, people are always envious of the access I have to a technology department," Slike says. "It puts Bloomsburg in a unique position."

Bloomsburg's deaf education program is unique in other ways. Bloomsburg is one of only two Pennsylvania universities to offer a master's degree in education of the deaf/hard of hearing, and one of three in the Commonwealth with undergraduate concentrations in deaf education and interpreting. The university is home to one of about 15 bachelor's degree programs in interpreter training in the country, and the only program of its kind in Pennsylvania, founded by Slike in 1982.

Slike, 48, grew up near Chambersburg, PA, and earned a bachelor's degree in deaf education from Pennsylvania State University in 1974. He taught at the Scranton State School for the Deaf for four years while pursuing a master's degree in elementary education from the University of Scranton.

In January 1979, Gerald Powers, who began Bloomsburg's deaf education program eight years earlier, recruited Slike to join the teaching staff. Slike was named curriculum coordinator for education of the deaf and hard of hearing in 1980 and, in 1987, he earned a doctoral degree in

educational administration from Penn State.

Powers says the deaf education program began in response to Pennsylvania's severe shortage of teachers of the deaf, a shortage that continues today. According to Slike, 95 percent of program graduates are employed in the field.

The field of deaf education often finds itself in the midst of controversy over teaching methods, the value of hearing aids and, more recently, cochlear implants, electronic devices designed to provide useful hearing and improved communication ability to the profoundly hearing impaired.

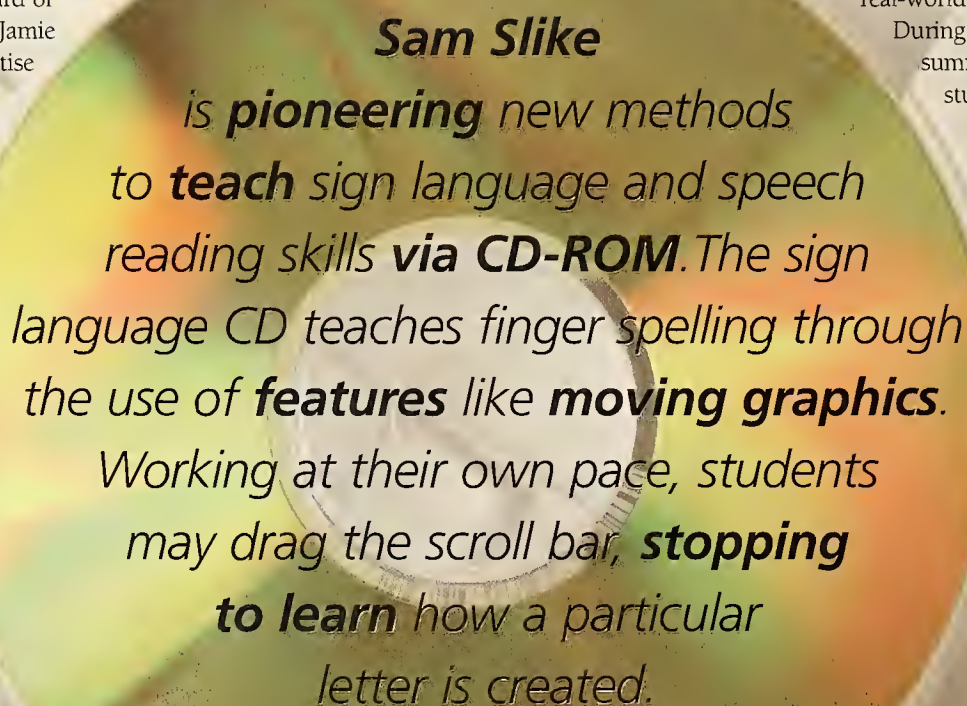
In response, Slike has made the program as eclectic as possible. "We want our students to be marketable, and this means giving them a broad experience," he says.

Students learn speech reading as well as sign language in both ASL and English. They are taught to be "pro-child," using the methods that work best with each individual. And, as cochlear implants have become more popular, students are learning how to teach these students, too.

In addition to classroom learning, students in the master's

program get a variety of real-world experiences.

During one of their summer terms, students work



Sam Slike
is pioneering new methods to teach sign language and speech reading skills via CD-ROM. The sign language CD teaches finger spelling through the use of features like moving graphics. Working at their own pace, students may drag the scroll bar, stopping to learn how a particular letter is created.



with children attending a deaf camp that Slike helped to start at Camp Victory in Millville, PA. The students also work with preschool children during the summer and complete two student-teaching stints, including eight weeks in a self-contained classroom and eight weeks as an itinerant teacher, working with students in different schools within the same district.

Although personal experiences, like a deaf parent or sibling, lead some students to a career in deaf education, Slike increasingly finds that students' interest grows from exposure to sign language and deaf culture programs in high school.

His own involvement combines his early interest in special education with the inspiration of a dynamic professor of deaf education, Marian Quick at Penn State, who told him that the field had a serious shortage of male teachers.

"She had been a principal at the Western Pennsylvania School for the Deaf for many years before coming to Penn State," Slike recalls. "She had a wealth of experience with teaching the deaf and, when she told me about it, I just thought 'that is what I want to do.'"

Slike met his future wife while he was teaching at the Scranton School for the Deaf, and she remains his colleague and confidante.

An itinerant teacher of the deaf for Central Susquehanna Intermediate Unit 16, Roslyn Slike contributed to the production of "Speechreading Challenges on CD-ROM" and regularly provides input on current issues in deaf education to her husband.

"She's my contact with reality," says Slike, adding that he values her perspective on the specialized field they share. He also credits her with supporting his studies at

the doctoral level as they raised their children who, although they sign, plan to pursue fields other than deaf education.

Jennifer Deegan, a 2001 graduate of the deaf education master's program and a 1989 graduate of the early childhood education program, says Slike's openness to a variety of ideas is the trait that makes him a good teacher.

"He is very broad-minded," she says. "It is a field that can take a variety of directions—from working with strict sign language users to individuals who speak verbally—but he really tries not to be biased."

Deegan, the mother of 5-year-old Grace and 2½-year-old twins Erin and Faith, decided to go back to college for her master's degree after discovering that Grace is deaf. Erin also is hard of hearing.

"After just one year—two semesters plus two summers—I really feel confident in my ability to teach the deaf and hard of hearing," she says.

Deegan bases her point of view not only on her personal experiences but also on her exposure to a variety of situations as a student teacher in a self-contained classroom in the Danville Area School District. In Danville, she worked with children ranging from profoundly deaf to those with cochlear implants.

Another member of the class of 2001, Amanda Long, 22, earned a bachelor's degree in special education and a master's degree in education of the deaf/hard of hearing over five years of study. By May, she had a job lined up in Fairfax, VA, although she wouldn't graduate until July.

"The professors are the reason the Bloomsburg program is as good as it is," Long says. "I also like the fact that the program is not focused on one philosophy."

Long notes that the public school system in Fairfax emphasizes a total communication approach in which children sign, talk, write or draw and use gestures in whatever combination best suits them.

Outside of his department, Slike is active on campus as faculty representative to the National Collegiate Athletic Association (NCAA) and chair of the athletic advisory committee. A sports enthusiast, he plays tennis, golf and basketball.

And, he wears a hearing aid since learning of his own hearing loss during an audiology study on campus several years ago.

One of Slike's proudest moments as a teacher occurred in 2000, when the master's program graduated its first ASL-only student, Christie Homell. She majored in elementary education with a concentration in deaf studies, then completed a master's degree and now teaches at her alma mater, the Western Pennsylvania School for the Deaf in Pittsburgh.

"Christie is one of the most charismatic deaf students I've had and would be a 'star' in any program," he says. "She was such a positive influence on me and on her peers. She offered them a chance to have a profoundly deaf peer and that made them better teachers."

"Seeing a student succeed like that—to me that's the dream."

Deirdre Galvin is a freelance writer who lives in Bloomsburg.

Information about the speech reading and sign language CD-ROMs can be found at www.bloomu.edu/speechreading.html and www.bloomu.edu/signlanguage.html.

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The Color of Every Day

By Bonnie Martin

The windowless, industrial freezer at the former Christmas tree nursery belies the creative spirit of the teacher who paints inside.



Vincent Hron, professor of art, has completed more than 80 paintings since joining the Bloomsburg University faculty in 1996.

In contrast to the bare white walls and concrete floor, the interiors of Vincent Hron's paintings are filled with vibrant light, bold color and a rich profusion of detail.

"I'm always collecting images... photographic, with invented and remembered elements," says Hron, assistant professor of art at Bloomsburg University. "The interiors I paint are places I've been and people I know... my grandmother's parlor... my dad's dining room... a friend's backyard.

"I start with a general idea that evolves over time. And, as I paint—that long process—the images change and evolve. The process involves intuition, revision and invention, and a lot of it is imagining what goes together."

The paintings spring from memory, drawings and photographs and are neither idealized nor strict reproductions. The artist uses multiple-point perspective, spatial distortions and minute details to create a work that reflects the personality of the inhabitant.

Hron believes so strongly in the clues interior space provides that he visited

many of his colleagues' homes when he first joined the Bloomsburg faculty five years ago, planning to paint at least one room from each.

"I thought it would be a nice way to get to know my colleagues," he said.

"You can learn a lot about people by the way they arrange their living spaces."

Hron's series of "ordinary" household spaces and backyards began during the early 1980s as he studied toward a bachelor of fine arts degree at Drake University in Des Moines, IA. Like his series of playground equipment born slightly later, it continues to evolve.

"Some artists work for years in the same vein," he says, explaining the length of time he's devoted to two specific subject areas. "When you find something that's interesting, it may take a lifetime to explore every aspect."

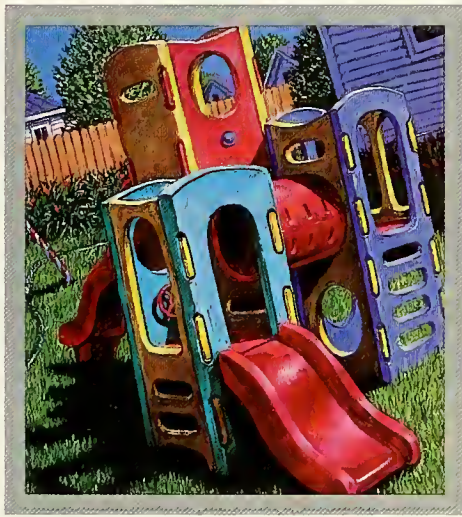


VERA AND TONY'S

Over the years Hron's approach to these themes has changed. Earlier works tend toward parody, exaggerating color and surface. More recent works are increasingly naturalistic and subtle.

"I've seen my color choices change, too," he says. "There are times you have to invent a color, depending on the subject, the balance of colors and how you want the overall picture to appear."

Hron's whimsical-yet-serious depiction of playground equipment aims to convey the message that child's play isn't a matter to be taken lightly.



BACKYARD PLAYGROUND

The artist conceived the playground series as he pursued a master of fine arts degree from the University of Michigan in Ann Arbor, and he completed the first painting following graduation while he studied at the State Art Academy in Karlsruhe, Germany. Hron continued the series when he returned to his native Nebraska to teach as an adjunct faculty member at several area colleges.

Hron sees his paintings of jungle gyms, sliding boards, springy animal toys and other traditional playground equipment as "a metaphor for adult interaction."

"Kids' play is a very serious activity, and there is the idea that these areas where kids play are potentially dangerous environments," he says. "The paintings also have a surreal quality. They are dreamscapes, not exact places."

The artist says the paintings also represent risk-taking, like the inherent risk of pursuing a career in art.

"Similarities often are noted in child's play and art making," he says. "Both are imaginative activities that are entirely absorbing. Artists doing their work are involved in engrossing activities."

Hron came to Bloomsburg University for only one reason—the opportunity to teach art full-time—but has completed more than 80 paintings since his arrival. Being a practicing artist, he believes, enhances his teaching effectiveness.

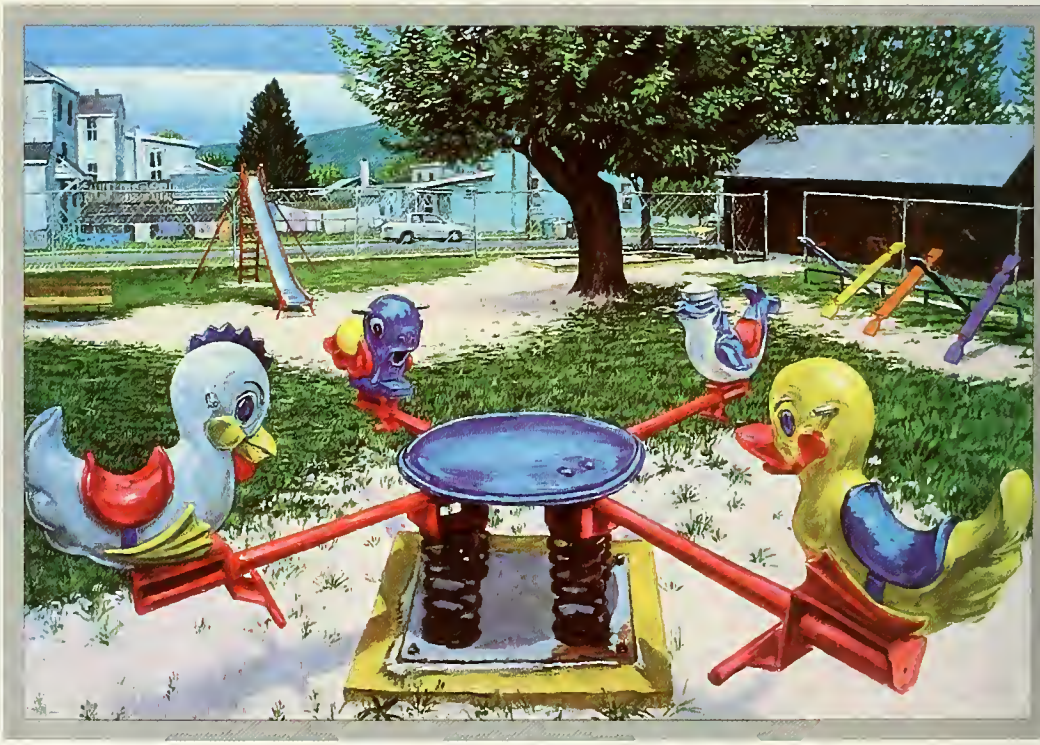
"By teaching, you get to tell people about something that you love, something they may love, too," he says. "You talk to students about what they need to know."



LADDER

You can teach about art history, theory and technique and you can direct them to resources, but you have to find what they want to say and help them find out what is important to them. There is an ethic to it."

Hron, who considers his paintings to be both representational and expressionistic, says, "My goal has never been to invent a clever gimmick or be part of a passing fad, but rather to follow through on a line of thought with integrity."



POND



RUDY AND CINDI



BACKYARD

'You can learn a lot about people by the way they arrange their living spaces.'

Hron has received numerous awards, including Bloomsburg University research grants, best in show for "Interiors" at Gallery 214 in Montclair, NJ, and the juror's award for "Drawing from Perception" at Wright State University, Dayton, OH.

He frequently exhibits his works in museums, art centers and college galleries. His paintings will be on display from Oct. 29 to Dec. 7 at the University of Minnesota's Humanities Fine Arts Gallery in Morris, MN; others will be featured from Nov. 2 to Dec. 12 at the Adirondack Lakes Center for the Arts, Blue Mountain Lake, NY.

Bonnie Martin is co-editor of Bloomsburg magazine.

NEWS NOTES

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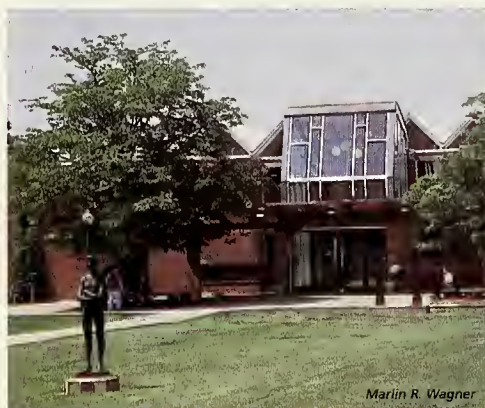
New Life for Campus Landmarks

A former gymnasium, a vacant library building and an outdated cafeteria were revitalized this spring with the openings of Centennial Hall, the Student Services Center and a renovated William W. Scranton Commons.

Student Services Center

Built in 1966 as the original Harvey Andruss Library, the building was renovated at a cost of \$4 million in 2000-01 to become the Student Services Center. Thousands of donors contributed a total of \$1.9 million to the renovation effort.

Among the offices housed in the Student Services Center are admissions, financial aid, registrar, developmental instruction, academic internships and career development, as well as a snack bar, Roongo's. Architectural features include a shared open lobby area with natural light provided by distinctive roofline skylights and a new two-story vestibule.



Marlin R. Wagner

Admissions, financial aid, the registrar's office and a variety of other offices students need to maneuver college life now are conveniently located within the Student Services Center.



Former Gov. William W. Scranton was on hand for the rededication of the dining facility that bears his name.



Marlin R. Wagner

A courtyard and a new entrance create an attractive exterior to complement the William W. Scranton Commons' interior renovations.

Centennial Hall

The diminutive rear of the former gym was replaced with a 70,000 square-foot addition and a new facade overlooking the interior of campus. Academics, administrative offices and public outreach share space in the new Centennial. Now housed in the facility are: the departments of anthropology and audiology and speech pathology, the undergraduate and graduate exercise science and adult fitness programs, the College of Liberals Arts, the office of graduate studies and research, a nursing-wellness center and the Speech, Hearing and Language Clinic.

Below: Today, Centennial Hall houses classrooms, offices, the audiology and speech pathology clinic and a wellness institute. Inset: Many alumni remember the Centennial Gymnasium, dedicated in 1942, as it appeared before the renovation.



Eric Foster

William W. Scranton Commons

The \$3 million renovation to the William W. Scranton Commons has converted the old-fashioned "cafeteria" into an establishment that serves cuisine from all over the world. The main entrance leads into the dining area, instead of requiring patrons to climb a stairway and large sections of glass allow more natural light into the building.



Robert W. Buehner Jr.

Leader in Two Arenas

Trustee heads district attorneys association

Robert W. Buehner Jr., a member of Bloomsburg's Council of Trustees, is serving as president of the Pennsylvania District Attorneys Association this year.

Buehner has served as Montour County district attorney since 1992. Currently secretary for the Council of Trustees, Buehner first was appointed to the council in 1980 and has served as chairperson, vice chairperson and chair of the presidential search committee.

The District Attorneys Association, formed in 1912, provides a forum for exchanging information among its 1,000 members. Members include current and former district attorneys, their assistants and deputy attorneys general.

Take Two

Alumni join Council of Trustees

Alumni Richard Beierschmitt '70/M'76 and Marie Conley Lammando '94 are the two newest members of the Council of Trustees. They attended their first meeting in June following appointment by Gov. Tom Ridge and confirmation by the state legislature.

Beierschmitt, superintendent of the Mount Carmel Area School District, previously served as an elementary teacher and junior-senior high school principal at Mount Carmel. In addition to earning bachelor's and master's degrees in education from Bloomsburg, he holds state administrator's certification from Bucknell University.

Beierschmitt is a member of the Pennsylvania School Boards Association, Pennsylvania Association of School Administrators and Knights of Columbus. He and his wife, Deborah, have a daughter Jodi, a member of Bloomsburg's Class of 1996.

Conley Lammando, finance director for the Republican State Committee, directed activities for the Pennsylvania delegation to the 2000 Republican National Convention in Philadelphia. She has served in a variety of capacities in Ridge's campaign and administration, including staff assistant during Ridge's 1994 campaign, scheduler and deputy director of his southeast regional office and director of his 1999 inaugural ball.

A volunteer with the Bensalem Head Start and Cathedral Prep Grade School of Harrisburg, Conley Lammando serves on the Women's Executive Council of the Pennsylvania Ballet's Rock School. She earned a bachelor's degree in speech communications and political science from Bloomsburg and lives in Harrisburg with her husband Chris Lammando.

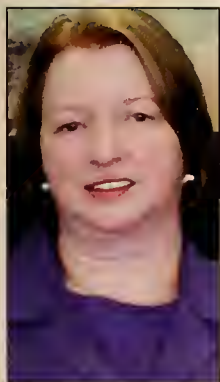
Beierschmitt and Lammando fill seats vacated by former trustees David J. Cope and Ted Stuban.



Richard Beierschmitt



Marie Conley Lammando



Judy G. Hample

System's Skipper

State System welcomes second chancellor

A Florida educator recently became the second chancellor in the history of Pennsylvania's State System of Higher Education.

Judy G. Hample, former chancellor of the Board of Regents of the Florida State University System, assumed her duties as the leader of Pennsylvania's

14 state-owned universities, including Bloomsburg, on Aug. 1. She succeeds James H. McCormick, who left the Keystone State in late-June after 18 years as the System's only chancellor. McCormick, president of Bloomsburg University from 1973 to 1983, now heads the Minnesota State College and University System.

The State System Board of Governors selected Hample from more than 200 applicants. In accepting the position, she pledged to build on the State System's tradition of excellence. She also vowed to establish collaborations with other colleges, universities, businesses and industries in the Commonwealth.

Named chancellor of the Florida Board of Regents earlier this year,

Hample previously was the Florida system's executive vice chancellor and vice chancellor for planning, budgeting and policy.

During her career in higher education, she's served as senior vice president for academic affairs and professor of communication at the University of Toledo, dean of the College of Arts and Sciences at Indiana State University, dean of the College of Liberal Arts and Sciences at Emporia State University, KS, and associate dean of the College of Arts and Sciences at Western Illinois University. She also was a faculty member at Western Illinois, the University of Illinois at Champaign-Urbana and Ohio State University.

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Perspective on the Past

Hickey edits book on Russian history...for Russians



Michael Hickey

A book edited by Michael Hickey is giving Russians a new perspective of their own past. Hickey, associate professor of history, co-edited the book,

"Smolensk in the Pages of American Historical Literature," with E.V. Koden of Smolensk State Pedagogical University.

The book contains 12 essays by American and British historians, a set of documents and a bibliography on the history of the Smolensk region in the 20th century, all translated from English into Russian.

Nine essays were never before available in Russia and three are being published for the first time. Among the essays is a translation of Hickey's 1998 article on the Smolensk Jewish community during the Russian Revolution. The community plans to publish Hickey's essay for use in local Jewish adult education courses.

Good Sports

Hall of Fame inducts five

Five outstanding alumni athletes will be inducted into the Bloomsburg University Athletic Hall of Fame Friday, Oct. 19, during Homecoming Weekend. The addition of the 20th class brings to 88 the number of alumni who've received the university's highest honor for their contributions to athletics.

The class of 2001 includes: Cindy Slocum '90, softball; Stan Kucharski '68, football; Jim Hollister '78, men's tennis; Theresa Lorenzi '89, women's basketball; and Dave Morgan '89, wrestling.

Top Profs

Gates, Pearson cultivate a passion for learning

Passion, enthusiasm and a love for their subjects. That's what students say this year's Outstanding Teaching Award recipients bring to the classroom.

In May, Robert Gates, associate professor of educational studies and secondary education, and Andrea Pearson, associate professor of art, were honored with the second annual teaching awards from the Teaching and Learning Enhancement Center.

Award winners are selected on the basis of a "blind" review of nominations from graduating seniors. Of Gates, a student wrote, "I have the utmost respect for him and he is the definition of what a remarkable role model is." A

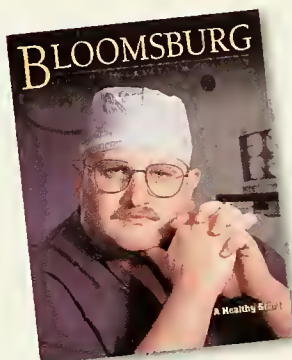
nomination for Pearson said, "She initiated a new program in which students are given the opportunity to present their own research in a conference-like setting amidst their peers." Last year's Outstanding Teachers were Peter Bohling, professor of economics, and Chuck Laudermilch, professor of sociology, social work and criminal justice.



Robert Gates and Andrea Pearson

Golden Opportunity

Magazine captures award



Bloomsburg: The University Magazine captured the "Best of Category" award for annual reports and promotional design in the Philly Gold 2001 competition.

The award honors the magazine's designer, Paskill & Stapleton Graphic Communications of Glenside, in a competition billed as "Philadelphia's own award for creative excellence in advertising and design." Also recognized are executive editor Jim Hollister, Bloomsburg University's director of media relations and marketing, and magazine co-editors Eric Foster and Bonnie Martin, information writers.

Young Professionals

Third PDS starts at Southern Columbia

Education majors now have one more area school district where they may participate in a Professional Development School (PDS).

This fall, Southern Columbia School District joined Danville Area and Central Columbia as the home of a PDS. Each PDS, individualized to meet a school district's specific needs and priorities, provides Bloomsburg University students with professional experience two days a week during the semester preceding their student teaching.

Sheila Jones, assistant dean of the School of Education, believes everyone wins from their involvement in a PDS—the university's education majors, public school students in neighboring districts and classroom teachers.

"Our education majors are able to follow students' progress, become part of the teaching team and take part in parent/teacher conferences," Jones says. "By the end of fall, teachers view our students as professionals and have higher expectations for their achievement. Students also are better prepared for student teaching.

"The opportunity," she adds, "allows our students to gain early teaching experience, while enhancing learning opportunities for the public school students and providing assistance to classroom teachers."

Statistics show that students who participate in a PDS before student teaching often receive multiple job offers, based on their wide range of experiences.

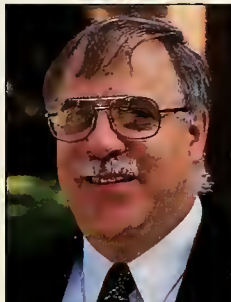
"PDS eases the transition from college student to student teacher, providing classroom experience and developing self-assurance and maturity," she says.

Planning has begun to introduce a fourth PDS in the Bloomsburg School District.

Permanent Provost

Schloss moves up

An administrator with nearly two decades of experience in higher education is the newest provost and vice president for academic affairs. Patrick J. Schloss, who served as interim provost for nearly a year, was appointed following a nationwide search.



Patrick Schloss

Schloss joined the university in 1994 as assistant vice president and dean for graduate studies and research, responsible for managing all academic research activities. During the five years he served in this capacity, the university doubled the amount of external grants and

contract funds received and introduced new programs that resulted in the highest graduate enrollment in its history. As provost, Schloss is responsible for developing and approving academic programs, policies and curriculum and hiring new faculty.

A graduate of Illinois State University, Schloss earned a doctoral degree in rehabilitation psychology and special education from the University of Wisconsin. He previously held posts at Penn State and the University of Missouri. Schloss has written 15 books.

"Dr. Schloss has a proven track record of strong academic values and professional integrity," said President Jessica Kozloff. "As provost, his strong credentials and personal history as an outstanding academician continue to benefit our students, faculty and staff."

Extinction of a Theory

Tanner's findings appear in Nature

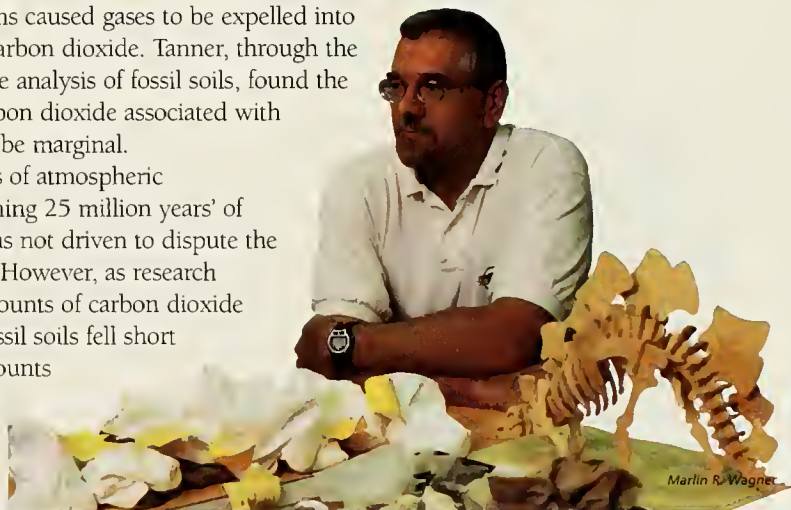
The theory behind the demise of prehistoric creatures at the end of the Triassic period faces an extinction of its own due to the research of Bloomsburg geography and geosciences professor Lawrence Tanner.

The June 7 issue of the international science journal *Nature* features Tanner's findings, which disprove the global warming theory as the trigger for one of the "Big Five" mass extinctions. The extinctions 200 million years ago eliminated most of the large reptiles on Earth except the dinosaurs, which flourished for the next 134 million years.

The theory of catastrophic greenhouse warming hinges on an overwhelming amount of carbon dioxide released into the atmosphere, causing sequential extinction of living organisms both on land and in the water. A likely source of that carbon dioxide would be volcanic activity that remodeled the planet 200 million years ago. Eruptions caused gases to be expelled into the air, including carbon dioxide. Tanner, through the use of stable isotope analysis of fossil soils, found the rise in levels of carbon dioxide associated with volcanic activity to be marginal.

Tanner's analysis of atmospheric composition, spanning 25 million years' of geologic history, was not driven to dispute the greenhouse effect. However, as research progressed, the amounts of carbon dioxide measured in the fossil soils fell short of the required amounts necessary to create global warming.

Lawrence Tanner



Marlin R. Wagner

NEWS NOTES

THE UNIVERSITY MAGAZINE

Students Honored for Academics



Ammie Carnell

Tops in two fields

As a star player on the field hockey squad, Ammie Carnell made a mark in athletics. But Bloomsburg's biology labs are where she really scored.

Last spring, Carnell was named an Outstanding Student by the Commonwealth of Pennsylvania University Biologists (CPUB). The CPUB Outstanding Student Award program was initiated to honor a biology student at each State System of Higher Education institution. Each university's faculty nominates the students who best exemplify scholarship and academic achievement.

The award is one of a long string of academic honors for Carnell, including the Pennsylvania State Athletic Conference Scholar Athlete Award and the National Field Hockey Coaches Association National Academic Squad.

This fall, she's putting her science skills to work in the doctoral program of pharmacology and toxicology at Michigan State University where she will pursue research in environmental toxicology.



Sheila Gradwell

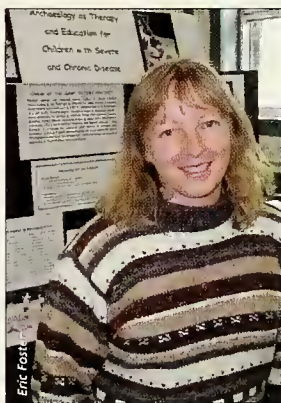
A bright idea

A quest to create a luminescent polymer garnered chemistry student Sheila Gradwell a first place prize at the 65th Annual Intercollegiate Student Chemists Convention at Goucher College in Towson, MD.

Working with her adviser Cindy Kepler, assistant professor of chemistry, Gradwell created polymers (a scientific term for large molecules, including most plastics) that can be used to create light similar to that produced by the LEDs found in household items such as alarm clocks, microwaves and computers. Polymers offer advantages over LEDs—their flexibility allows

them to take on a variety of shapes and they are less expensive to produce. They are, however, less energy-efficient than LEDs.

Gradwell of Gordon, Schuylkill County, graduated in May and now is studying in the doctoral program in chemistry at Virginia Tech.



Annie Beisswanger

Digging a winner

Competing with graduate students at the Society for Applied Anthropology Conference last spring, undergraduate Annie Beisswanger wasn't a favorite to win. But win she did, as her poster garnered first prize at the international conference held in Merida, Mexico.

Beisswanger's poster focused on a "mock" dig project for disabled children at Camp Victory that she organized with fellow students and faculty mentors Dee Anne Wymer and Faith Warner. Beisswanger graduated in May and earned a spot in the doctoral program in anthropology at Temple University, Philadelphia.

Fair and Equitable

New director oversees social equity

Lisa Scott, new director of social equity, brings to Bloomsburg 11 years of professional experience dealing with issues affecting the success of students of color at colleges in New England.

In the position she assumed July 1, Scott works with students, faculty, staff and the community to advance the university's commitment to social equity and multiculturalism. She succeeded interim director, Robert Wislock, who returned to his former position as executive assistant to President Jessica Kozloff.

As director, Scott provides training on social equity issues for campus groups, monitors employment searches, follows trends in affirmative action, equal employment and civil rights law, advises the president and her cabinet and mediates discrimination and harassment complaints.

The former director of diversity programs and training at Roger Williams University in Bristol, RI, Scott previously served as director of the women of color program at the University of Massachusetts at Amherst and director of recruitment and retention at Springfield Technical Community College, Springfield, MA.

She earned a bachelor's degree in psychology and a master's degree in management from Cambridge College, Cambridge, MA. She currently is pursuing a doctor of education degree in higher education administration from the University of Massachusetts at Amherst.



Lisa Scott

For the latest information on coming events,
check the university Web site:
www.bloomu.edu/today

CALENDAR OF EVENTS

FALL 2001

Academic Calendar

Mid-Term

Tuesday, Oct. 16

Thanksgiving Recess

Tuesday, Nov. 20, 10 p.m.

Classes Resume

Monday, Nov. 26, 8 a.m.

Classes End

Saturday, Dec. 8, 10 p.m.

Graduate Commencement

Friday, Dec. 14, 7 p.m., Haas Center for the Arts, Mitrani Hall

Undergraduate Commencement

Saturday, Dec. 15, 2:30 p.m., Haas Center for the Arts, Mitrani Hall

Spring Classes Begin

Monday, Jan. 14, 2002

Martin Luther King Day

Monday, Jan. 21, 2002, no classes

Mid-Term

Tuesday, March 5, 2002

Spring Break Begins

Saturday, March 9, 2002, noon

Celebrity Artist Series

Performances are presented in Haas Center for the Arts, Mitrani Hall. Tickets are \$25 each. For information, call (570) 389-4409.

The Lettermen

Saturday, Oct. 20, 8 p.m.

B.J. Thomas with the Bloomsburg University-Community Orchestra

Saturday, Nov. 3, 8 p.m.

Christmas with the Mantovani Orchestra and Chorus

Sunday, Dec. 2, 3 p.m.

London City Opera

"The Merry Widow" by Franz Lehar
Tuesday, Jan. 29, 2002, 7:30 p.m.

St. Petersburg State Ice Ballet "Cinderella"

Sunday, Feb. 3, 2002, 3:30 p.m. and 7:30 p.m.

Mainstage Artists Productions

"Funny Girl"

Saturday, March 23, 2002, 7:30 p.m.

Art Exhibits

Exhibits are displayed in the Haas Center for the Arts Gallery. Hours are Monday through Friday, 9 a.m. to 4 p.m. For more information, contact the art department at (570) 389-4646.

Priscilla Hollingsworth, paintings

Oct. 8 to 31

Reception, Wednesday, Oct. 31, 4:30 p.m.

Marc Dennis, paintings

Nov. 14 to Dec. 7

Reception, Wednesday, Nov. 14, 4:30 p.m.

Concerts

Concerts are free and open to the public.

Chamber Orchestra

Sunday, Oct. 28, 2:30 p.m., First Presbyterian Church, Market Street, Bloomsburg.

Chamber Singers

Saturday, Nov. 17, 5 p.m., First Presbyterian Church, Market Street, Bloomsburg.

Jazz Ensemble

Wednesday, Nov. 28, 7:30 p.m., Carver Hall, Kenneth S. Gross Auditorium.

Carols by Candlelight

Friday and Saturday, Nov. 30 and Dec. 1, 7:30 p.m., First Presbyterian Church, Market Street, Bloomsburg.

Special Events

Athletic Hall of Fame Banquet

Friday, Oct. 19, Magee's 24 West Ballroom, Main Street, Bloomsburg. For ticket information, call the alumni office at (570) 389-4058.

Homecoming

Friday, Oct. 19, to Sunday, Oct. 21. Saturday's football game matches the Huskies against the Mansfield Mountaineers.

Parents Weekend

Saturday and Sunday, Nov. 3 and 4.

Poinsettia Pops

Saturday, Dec. 8, 7:30 p.m. Tickets are required. For information, call the development office at (570) 389-4128.

THE LAST WORD

THE UNIVERSITY MAGAZINE

IF YOU WOULD ASK ME TO SHARE MY FONDEST MEMORIES OF THE 2000-2001 ACADEMIC YEAR,

many of those I'd mention would center on sports. Never in my career had I both begun and ended an academic year cheering "my" teams at a national championship... seldom has any college president had that experience. But last year, it happened for us: football in December; women's softball in May.

You hear a lot in the media about the athletic programs at universities like Duke, Stanford and Notre Dame. Their programs, it's true, bring them both prestige and financial dividends. At Bloomsburg and other universities like us, the benefits aren't nearly as concrete. Here, academics could be described as our "head," but it is athletics that give us our "heart."

Four distinct groups are integral to the success of our athletic program—the coaches, the faculty, the athletes and the athletes' parents. I'm proud of coaches like Danny Hale and Jan Hutchinson, who develop these students into cohesive teams and mature individuals. I'm impressed with our faculty like Sam Slike, faculty athletic representative and chair of the athletic advisory committee, who ensure that both non-athletes and athletes learn, grow and graduate, while earning comparable GPAs. I'm honored to refer to many of our athletes' parents as my friends after traveling with them, cheering with them and seeing the strong base of support they continue to provide to their children. And, I'm gratified by the accomplishments of our athletes both on and off the field.

The jurist and former NFL runningback Byron "Whizzer" White once talked about the positive effects of competition. "Sports constantly make demands on the participant for top performance, and they develop integrity, self-reliance and initiative," he said. "They teach you a lot about working in groups, without being unduly submerged in the group."



President Jessica Kozloff, standing second from right, is shown with her husband and university athletes on the cover of last year's official holiday greeting card. Featured, left to right around the Husky statue are, front row: Shawn Munford '01, basketball; Mylan Le '02, softball; Mike Lelko '01, football; and Ammie Carnell '01, field hockey; and back row: Margo Wiley '01, lacrosse; Dr. Stephen Kozloff; President Kozloff; Kris Shumway '03, tennis.

Integrity. Self-reliance. Initiative. And, heart. Words that describe the athletes I've had the pleasure to know at Bloomsburg.

Athletes like Brian Sims, Kevin Petri and Sean Flueso, all members of our highly successful 2000 football team—ranked second in the nation—who acted quickly to avert a potential tragedy. This trio of fine young men rescued a Berwick teenager from Fishing Creek, then drove him to the hospital for treatment during their only free weekend in last year's football season. The boy was released from the hospital that evening, thanks to Brian, Kevin and Sean.

Athletes like quarterback Eric Miller, whose love for his family was written in the tears streaming from his eyes as he hugged his wife and daughter following the NCAA championship game.

Athletes like softball player Erica Miller, who set university and conference records on the field during a season that saw our team finish fourth in the NCAA

championships. Twice, Erica was named a first-team All-American. She also was the Division II softball nominee for the Honda-Broderick Award honoring the top women in sport.

Athletes like field hockey player Ammie Carnell, who was named a second-team Academic All-American with a 3.95 grade point average. Ammie, five members of the men's basketball team and six members of the women's basketball team were among the 44 student-athletes honored on campus for earning GPAs of at least 3.0.

Just as grand as these individual efforts are the accomplishments of our teams. Along with our amazing football and softball teams, our women's soccer team reached the quarterfinals of the NCAA Division II championships and our women's basketball team made an appearance in the NCAA East Regional finals, losing by just one point.

It is accurate to say our teams' magnificent seasons brought together our campus and our community. Our students play and our community stands behind them...from our softball team's core of enthusiastic supporters who cheer them at each game to the hundreds of area residents who turned out on a cold December evening to congratulate our football team on an outstanding season. Community support enveloped Coach Hale, as well, when Mayor Mary Lenzini Howe presented him with the "Key to the Town."

"Sports do not build character. They reveal it," said broadcast journalist Heywood Hale Broun. When it comes to athletics at Bloomsburg, I like what I see.

Jessica S. Kozloff
President



Campaign UPDATE

It is another exciting year for Bloomsburg University. In addition to celebrating the opening of the new Student Services Center, we are well into the final year of the University's comprehensive campaign, New Challenges, New Opportunities. With \$2 million left to raise, now is the perfect time to support Bloomsburg.

As chair of the campaign, I have seen the University grow in remarkable ways over the last four years. Your support has had a direct impact on Bloomsburg's undergraduate and graduate students. The campaign has received many gifts to establish scholarships and grants for students, and to support academic, athletic, multicultural and other programs, and campus facilities.

"These developments will have a lasting impact on the entire University community. However, there is still more to do. As you will read in this campaign update, we continue to raise funds for capital projects including the Pedestrian Mall, the Mathematics, Science and Technology Scholarship Endowment, and the Annual Fund. There are countless giving opportunities at Bloomsburg, and I encourage you to explore the many possibilities.

Every gift counts, and I thank those of you who have already given to the campaign for helping us reach the \$13 million mark. I am confident that your dedication and generosity will inspire others to help us reach \$15 million in the months to come.



—Barbara Benner Hudock '75
Campaign Chair

CAMPAIGN UPDATE

As of July 31, 2001, gifts and pledges for *New Challenges, New Opportunities: The Campaign for Bloomsburg University* total \$13,084,409 or (87%) of its \$15 million goal. Progress toward the campaign subtotals includes:





Campaign Priorities	Goals	% of Goal
Capital	\$4,000,000	105%
Opportunities for Excellence	\$1,400,000	55%
Scholarships	\$3,600,000	99%
Annual Fund	\$6,000,000	94%

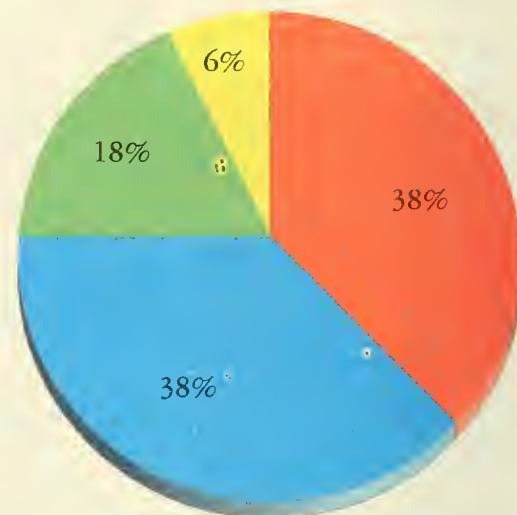
The primary capital project, the Student Services Center is at 96 percent of its \$1,900,000 goal. Goals for five of the 13 *Opportunities for Excellence* priorities remain to be completed. The solicitation phase of the campaign ends June 30, 2002.

REMAINING CAMPAIGN PRIORITIES

TOTAL \$1,960,426 (as of 7/31/01)

Unmet Needs

	CAPITAL	\$352,134
	Student Services Center	
	Pedestrian Mall	
	OPPORTUNITIES FOR EXCELLENCE	\$737,687
	Arts & Sciences Endowment	
	Campus Climate Endowment	
	College of Business Funds for Faculty Excellence	
	College of Business Visiting Scholars Endowment	
	Library Collection Enhancement	
	SCHOLARSHIPS	\$118,018
	Mathematics, Science, & Technology Scholarship Endowment	
	ANNUAL FUND	\$752,587



COMPLETED CAMPAIGN PRIORITIES

CAPITAL	Goal	Commitments	% of Goal
University Store	\$1,000,000	\$1,459,578	146%
Upper Campus Recreation Facilities	\$600,000	\$683,298	114%
OPPORTUNITIES FOR EXCELLENCE			
Sutliff Hall Refurbishment	\$150,000	\$151,201	101%
Magee Center Auditorium	\$130,000	\$130,000	100%
College of Business Scholarships	\$100,000	\$200,000	200%
Alternative Communication & Treatment Center	\$55,000	\$55,001	100%
Center For New & Emerging Technologies	\$50,000	\$50,301	101%
Wellness Center	\$45,000	\$50,321	112%
Physiology Lab Renovation	\$38,000	\$39,500	104%
Education Computer Lab	\$32,000	\$32,051	100%
SCHOLARSHIPS			
Honors Scholarship Endowment	\$1,000,000	\$1,014,975	101%
Presidential Leadership Endowment	\$600,000	\$624,297	104%
University-Wide Scholarship	\$1,500,000	\$1,618,852	108%

CAPITAL

Dedication of the Student Services Center was held on May 5, 2001. The newly renovated building first opened its doors to students, parents, faculty and alumni in March.

"Our students have busy schedules with multiple demands on their time," says President Jessica Kozloff. "Many students juggle full academic schedules, part-time jobs, and leadership roles in student organizations. The



Student Services Center

new center is student-friendly, allowing students to 'take care of business' in an efficient manner. No longer do students have to go from building to building to handle various academic or financial aid matters. Everyone is now in the same building."

To date, more than \$1.8 million has been pledged toward the Foundation's \$1.9 million share of the \$4 million project.

Less than \$100,000 is needed to fund the Student Services Center, thereby completing the capital component of the campaign.

Donors of \$10,000 or more:

William O. Mulligan, Pittsburgh, PA
— Student Services Center

OPPORTUNITIES FOR EXCELLENCE



David Heskell, associate professor of finance and business law at Bloomsburg University,

Naomi L. Heskell committed \$25,000 to the Library Collection Enhancement priority in memory of his wife, Naomi.

Gifts to the Bloomsburg University Foundation enhance learning and teaching, and the library is at the center of this process. This contribution furthers the Foundation's goal. There is no better investment for future generations of students who will be taking over the leadership of our country.

—David Heskell

Five priorities remain to be fulfilled. The endowments will provide funds on an on-going basis for future program needs in the arts and sciences and for diversity education. Other funds will help the College of Business bring outstanding academicians to campus to enrich the classroom experience. Library funds will assist with acquisition of books and materials.

Donors of \$10,000 or more:

David Heskell, Bloomsburg, PA
— Library Collection Enhancement

SCHOLARSHIPS

As an expression of gratitude for his leadership, inspiration and his many acts of kindness throughout his professional career, The Degenstein Foundation of Sunbury has pledged \$325,000 in honor of Joseph J. Mowad, M.D. to the new Mathematics, Science & Technology Scholarship Endowment (MST). Many local high school students will benefit from the Mowad awards. The new scholarship will be used to help recruit students majoring in mathematics, the sciences, or



Joseph J. Mowad, M.D.

technology. Beginning this semester, the first MST awards of \$1,000 will be awarded to 25 promising freshman. Scholarship endowments are key to attracting and retaining academically talented students.

Although the scholarship component of the campaign is nearly fulfilled, scholarship assistance for students continues as an on-going need.

Donors of \$10,000 or more:

American Football Coaches
— John Devlin Memorial Scholarship
Charles J. '52 & Terry A. '50 Daly, Tequesta, FL
— Presidential Leadership Scholarship
Degenstein Foundation, Sunbury, PA
— Mathematics, Science & Technology Scholarship Endowment
Michael R. Glovas '86, Easton, PA
— Michael R. Glovas Scholarship
Jessica Kozloff, Bloomsburg, PA
Estate of Wilhelmina I. Lipfert, Canal Winchester, OH
— Mathematics, Science & Technology Scholarship Endowment
Anne J. Maslow '38, Kingston, PA

ANNUAL FUND



*Krista DiAngelus '01 and
Eric Eichhorst '01*

Recent graduates are seldom listed amidst the ranks of the University's major donors. However, the initial inability of young alumni to give large gifts in no way diminishes the importance of their participation in the University's overall fund-raising effort.

The purpose of The Senior Class Gift program provides

graduates an opportunity to give something back to the university by encouraging them to participate with the University in its goal to provide the best quality education.

The Class of 2001 reaped

rewards from the generosity of previous class gifts and private funds provided by loyal alumni and friends of the University. Having pledged nearly \$22,000 to fund the student commuter lounge in the Student Services Center, members of the Class of 2001 have commemorated their years at Bloomsburg by leaving this gift for future generations of students.

Of the 175 seniors who pledged, Krista DiAngelus '01 and Eric Eichhorst '01, dedicated student employees of the Bloomsburg University Foundation for four separate phonathon campaigns, pledged \$1,500 to the senior class gift. A commitment at this level entitles them to have their names engraved on the donor wall located in the Student Services Center. Their fond memories of Bloomsburg will live on forever.

Gifts to the Alumni House addition, academic departments, athletics, and other non-campaign priorities will count toward the \$752,587 needed to fulfill the Annual Fund goal.

CAMPAIGN STEERING COMMITTEE

*Jessica S. Kozloff
President
Bloomsburg University*

*G. Michael Vavrek
Interim Executive Director
Bloomsburg University Foundation*

*Barbara B. Hudock '75
Campaign Chair
Merrill Lynch*

*William H. Selden, Jr. '43
Campaign Treasurer
Retired, Pennsylvania Department
of Education*

*Elbern H. Alkire, Jr. '95(H)
Retired, Air Products and
Chemicals, Inc.*

*Ada Ruth Anthony
Kawneer Company, Inc.*

*David Conlan '02
President, Community Government
Association*

*Rodney B. Keller
PPL*

*Alex M. Kozlowski '65
IBM*

*R. Robert McCoy
First Columbia Bank and Trust Co.*

*Joseph J. Mowad, M.D.
Chair, Council of Trustees
Bloomsburg University*

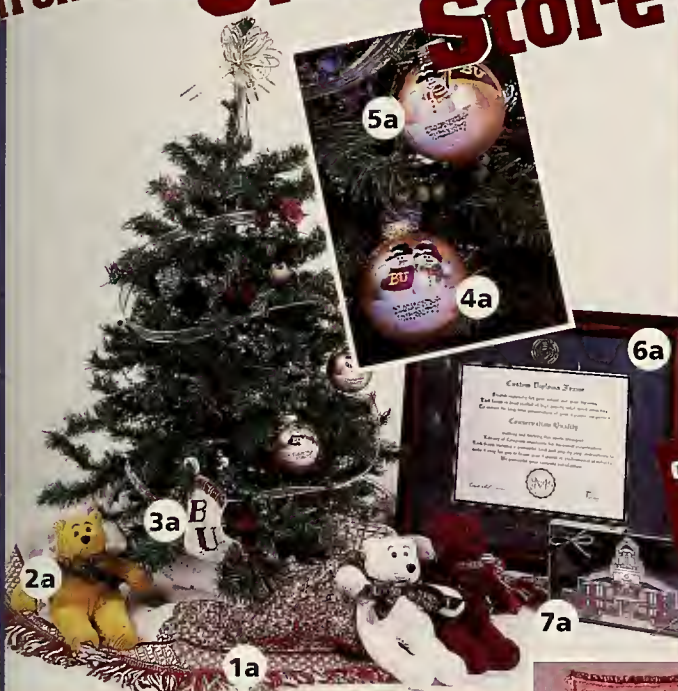
*Carl F. Stuehrk
Retired, AT&T*

*Robert "Doc" Warren '95(H)
Faculty Emeritus
Bloomsburg University*

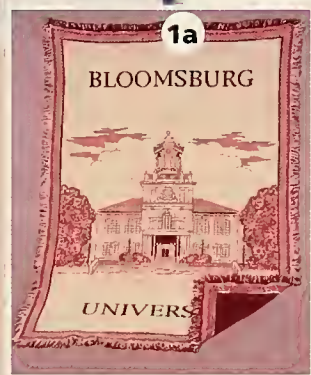
For more information about a gift or pledge to the campaign, contact us at:

The Bloomsburg University Foundation, Inc.
400 East Second Street • Bloomsburg, PA 17815-1301
Call: 570-389-4128 or 1-800-526-0254
E-mail: foun@bloomu.edu • Web Site: www.bloomu.edu/giving

Gifts Galore from the University Store



- 1a. Carver Hall afghan, 50"x72",**
cranberry, navy or hunter green. \$39.95
- 2a. Nick bear with BU imprinted ribbon,**
maroon, gold, white, navy, green,
yellow or red \$ 8.99
- 3a. BU needlepoint stocking ornament . .** \$ 5.95
- 4a. Snowman couple ornament** \$10.95
- 5a. Snowman with BU flag ornament . . .** \$10.95
- 6a. Diploma frame,**
Regency (shown) or Italian Burl \$73.95
- 7a. Carver Hall woodblock, in gift box . .** \$19.95



GIFT CERTIFICATES
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- 1. Cotton Exchange gray hooded sweatshirt,**
sizes S-XXL \$39.95
- 2. Husky flag** \$25.95
- 3. University Square maroon twill cap**
..... \$15.99
- 4. Cotton Exchange gray athletic cut sweatshirt,**
sizes S-XXL \$37.50
sizes 3X, 4X \$41.50
- 5. The Game khaki twill cap** ... \$16.50
- 6. Gear maroon victory jacket with lining,**
sizes S-XXL \$59.95
- 7. Jansport alumni embroidered sweatshirt,**
maroon, sizes S-XXL \$29.99
- 8. Jansport alumni embroidered sweatshirt,**
gray, sizes S-XXL \$29.99
- 9. University Square Huskies cap,**
white or maroon \$13.99
- 10. Husky stuffed animal** \$11.95
- 11. The Game maroon twill cap**
..... \$15.95
- 12. Jansport Carver Hall T-shirt,**
gray or maroon, sizes S-XXL .. \$13.99
- 13. Jansport embroidered sweatshirt,**
maroon or gray, sizes S-XXL ... \$29.99

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